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Government of Saskatchewan

Public Opinion Polling

from October 1, 2004 – December 31, 2004

Government of Saskatchewan

Public Opinion Polling

from October 1, 2004 – December 31, 2004

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Department/Crown commissioning the work:

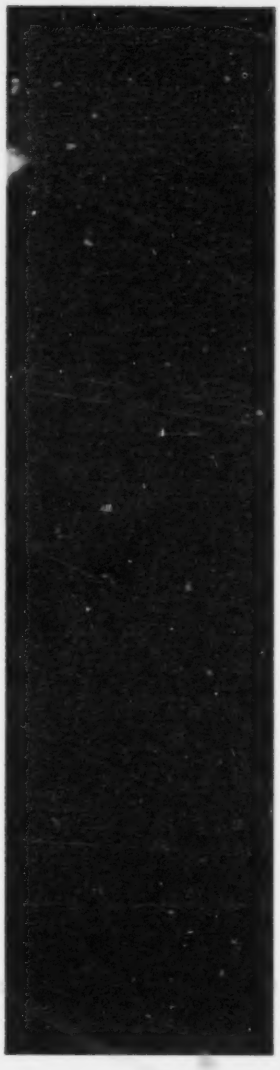
Culture Youth and Recreation

Date: October 2004

Supplier: Fast Consulting
Saskatoon

Cost: $38,790.00

105-03903/



powerful ideas

FAST CONSULTING

SASKATCHEWAN CULTURE, YOUTH AND RECREATION

Youth Quality of Life Survey

October 2004

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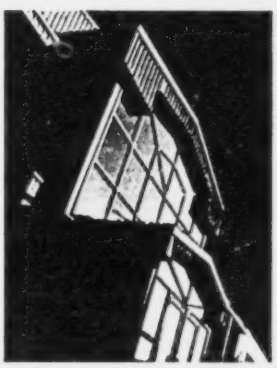

MARKET RESEARCH · STRATEGIC PLANNING · POWERFUL IDEAS

SASKATCHEWAN CULTURE, YOUTH AND RECREATION
2004 Youth Quality of Life Survey

Final Report Summary

Prepared for:

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October 2004

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EXECUTIVE SUMMARY

Saskatchewan Culture, Youth and Recreation contracted Fast Consulting to conduct a survey with a representative cross section of Saskatchewan youth age 15-29. The primary objective of the survey is to develop a better understanding of the factors that influence Saskatchewan youth in deciding where to live.

The project involves three population samples. The largest of these is a representative sample of 1004 Saskatchewan youth age 15-29. A second sample involves a representative cross-section of 194 Alberta youth in the same age group. The Alberta sample is used to compare the results of Saskatchewan youth to the same, or similar questions. The third sample is a cross-section of 105 youth in Northern Saskatchewan.

Surveying for this project occurred between September 29th and October 27th 2004. The data for the representative sample of 1004 Saskatchewan youth is reported according to overall results, and by the following subgroups: age, ancestry, region, education and employment. Data for the Alberta survey and Northern Saskatchewan survey is reported according to overall results and compared to the representative sample of 1004 Saskatchewan youth.

With a sample of 1004 we can say with a 95% level of certainty that the overall results are within plus or minus 3.10% of what they would be if the entire population were polled. With an Alberta sample of 194, the margin of error is plus or minus 7.04%. With the Northern sample of 105, the margin of error is plus or minus 9.56%. The margin of error will be larger for sub-groupings of the survey population.

RESIDENCE HISTORY AND INTENTIONS

- When youth are asked what they like most about living in the Saskatchewan, the most common answers are: the people/ friendly atmosphere (22%), natural beauty (16%), close to family and friends (11%), and cost of living (10%).

- Approximately 25% of Saskatchewan youth say they might move to a different location within Saskatchewan and 19% say they might move to Alberta in the next five years. By comparison, 4% of Alberta youth say they might move to Saskatchewan in the next five years.

IMPORTANCE OF FACTORS IN DETERMINING WHERE TO LIVE

- The reasons most commonly given by all youth for wanting to move within the next five years are: employment opportunities and education opportunities.

- When asked to rate the importance of certain factors in choosing a place to live, Saskatchewan youth rate the following factors the highest: quality of job

opportunities (mean 4.29), access to quality health services (4.26), number of job opportunities (4.12), the cost of living (4.07), being close to friends and family (4.00) and lower crime rates (3.98).

- When asked to state the single most important factor in choosing a place to live, almost one-third (33%) of Saskatchewan youth state that job opportunities are the most important factor. Approximately 17% indicate that being close to friends and/or family is most important, and 14% state that education opportunities are most important.

- When asked what the provincial government can do to improve the single most important factor in choosing a place to live, the most common answers are: create more jobs/ opportunities (10%), tax breaks (9%), increase educational incentives (7%), provide incentives to attract business (7%), and lower tuition (6%).

JOB/ CAREER – PERCEPTION OF OPPORTUNITIES AND CURRENT SATISFACTION

- Approximately 67% of respondents currently in high school, post secondary, or not working but planning to further their education within the next few years, believe they can get the education they want in Saskatchewan.

- One-half (50%) of youth currently in high school, post secondary, or not working but planning to further their education within the next few years, believe there will be adequate opportunities to have a career in Saskatchewan.

- Over one-half (55%) of respondents currently in high school, post secondary, or not working but planning to further their education within the next few years, would like to pursue their career in Saskatchewan. Forty-five percent of Alberta youth would like to pursue their careers in Alberta.

- Over two-thirds (67%) of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, agree that there are enough jobs in Saskatchewan, but not enough career opportunities.

- Over three-quarters (76%) of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, agree that they would never leave Saskatchewan if all their career ambitions could be met in the province. Of these, 57% strongly agree.

- Overall, Alberta youth are more optimistic than Saskatchewan youth about education and career opportunities in their province. However, Saskatchewan youth are more likely than Alberta youth to want to stay in their province if their career ambitions could be met there.

OBJECTIVES & METHODOLOGY

Saskatchewan Culture, Youth and Recreation contracted Fast Consulting to conduct a survey with a representative cross section of Saskatchewan youth age 15-29. The primary objective of the survey is to develop a better understanding of the factors that influence Saskatchewan youth in deciding where to live.

The project involves three specific population samples. The largest sample is a representative sample of 1004 Saskatchewan youth age 15-29. A second sample involves a representative cross-section of 194 Alberta youth in the same age group. The Alberta sample is used to compare the results of Saskatchewan youth to the same, or similar questions. The third sample is a representative cross-section of 105 youth in northern Saskatchewan. Due to the limited number of potential respondents and the low response rate in this area, surveying in this region is ongoing will continue until the sample size reaches 200 respondents. An update on results will be provided at the time of completion.

Surveying for this project occurred between September 29th and October 27th 2004. The data for the representative sample of 1004 Saskatchewan youth is reported according to overall results, and by the following subgroups: age, ancestry, region, education and employment. Data for the Alberta survey and northern Saskatchewan survey is reported according to overall results and compared to the representative sample of 1004 Saskatchewan youth.

With a sample of 1004 we can say with a 95% level of certainty that the overall results are within plus or minus 3.10% of what they would be if the entire population were polled. With an Alberta sample of 194, the margin of error is plus or minus 7.04%. With the Northern sample of 105, the margin of error is plus or minus plus or minus 9.56%. The margin of error will be larger for sub-groupings of the survey population.

The survey questions are specifically designed to obtain quantitative data on:

- What factors influence Saskatchewan youth in deciding where to live
- What is the relative importance of these factors
- What is the perception of Saskatchewan youth on career opportunities in the Province
- Do Saskatchewan youth plan to stay in Saskatchewan and do they want to stay in Saskatchewan

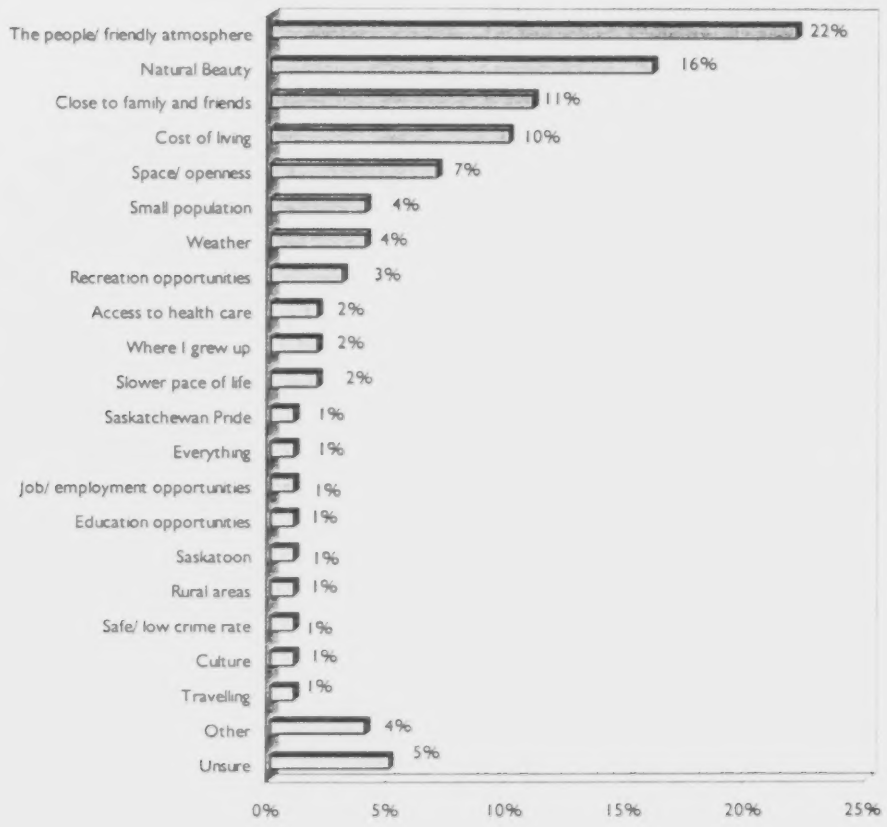
The survey was designed in consultation with Saskatchewan Culture, Youth and Recreation. The survey questions were assembled into an interview format and pre-tested with Saskatchewan youth to ensure that the information being gathered addresses all of the research objectives.

Fast Consulting designed and implemented programs to facilitate the statistical analysis of the survey data using the industry standard SPSS computer program (Statistical Package for Social Sciences). Data checking procedures were utilized at all times to ensure accuracy. Frequency charts for all questions are illustrated in this report.

SECTION 1.0 SASKATCHEWAN GENERAL POPULATION

1.1 Residence History, Satisfaction and Intentions

Question Please complete this sentence: The thing I like most about living in Saskatchewan is:



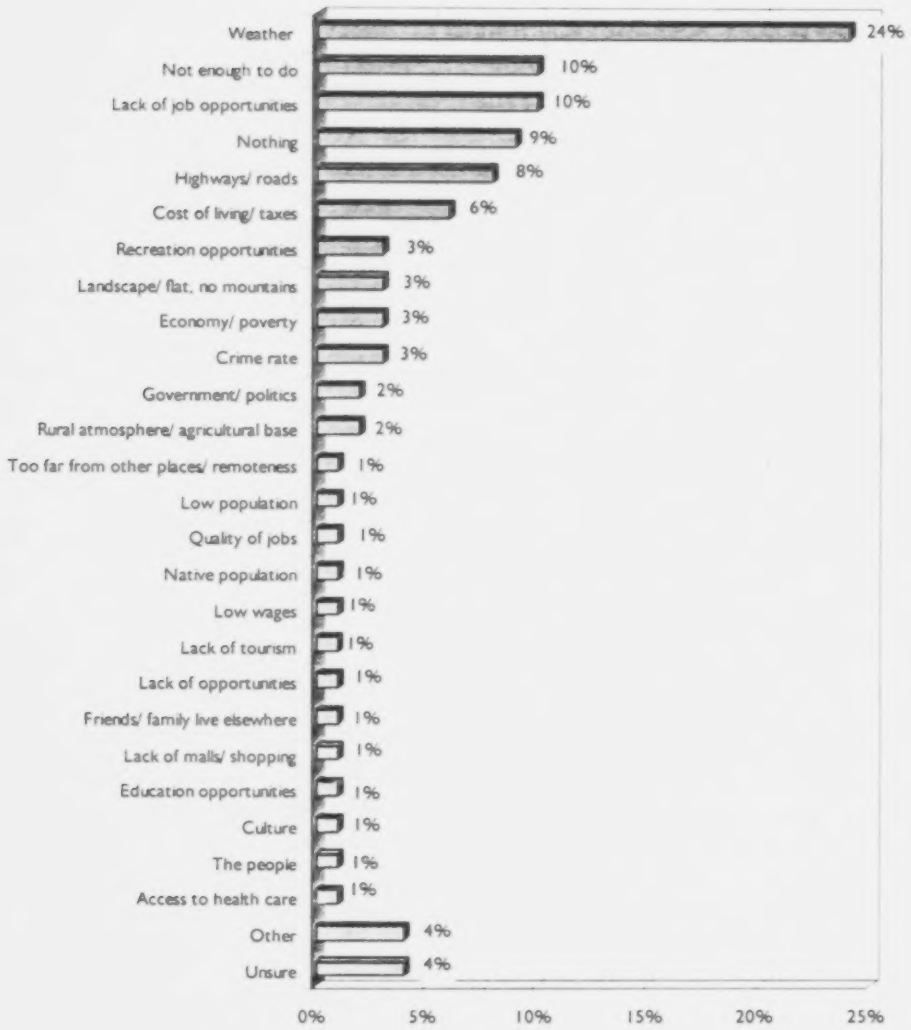
- When youth are asked what they like most about living in Saskatchewan, the most common answers are: the people/ friendly atmosphere (22%), natural beauty (16%), close to family and friends (11%) and cost of living (10%).

- The older the respondent, the more likely they are to name cost of living or the people/ friendly atmosphere.

- People of aboriginal descent are more likely to mention natural beauty (23%) than non-aboriginal people (14%).

- People who have completed university or college/ technical school are more likely than other groups to mention close to friends and family (32% and 15% respectively).

Question Please complete this sentence: The thing I like least about living in Saskatchewan is:



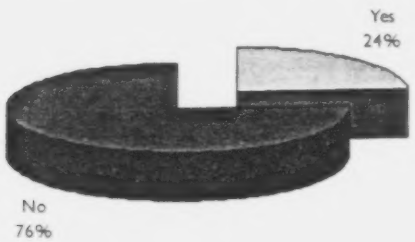
- When Saskatchewan youth are asked what they like least about living in the province, the most common answers are: weather (24%), not enough to do (10%), lack of job opportunities (10%), highways (8%), and the cost of living/ taxes (6%). Approximately 10% of respondents are unable to name something they like the least about living in Saskatchewan.

- The group most likely to name lack of job opportunities is 20-24 year-olds (18%).

- The comment, not enough to do/ boring, is common among 15-19 year-olds (13%) and 20-24 year olds (13%), and uncommon among 25-29 year-olds (2%).

- The age group of 20-24 year-olds is more likely than other age groups to mention lack of job opportunities (17%).

Question Have you lived anywhere other than Saskatchewan in the last five years?

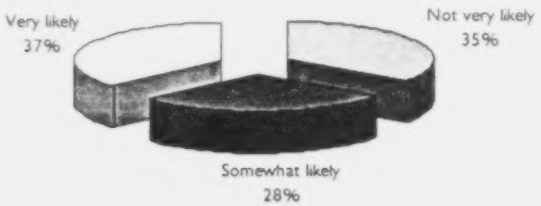


- Approximately 24% of Saskatchewan youth have lived outside the province in the last 5 years.

- Thirty-six percent youth between the ages of 24 and 29 have lived outside the province in the last 5 years.

- Those who have completed a university degree or college/ technical school are more likely to have lived outside Saskatchewan in the past 5 years (30% and 38% respectively).

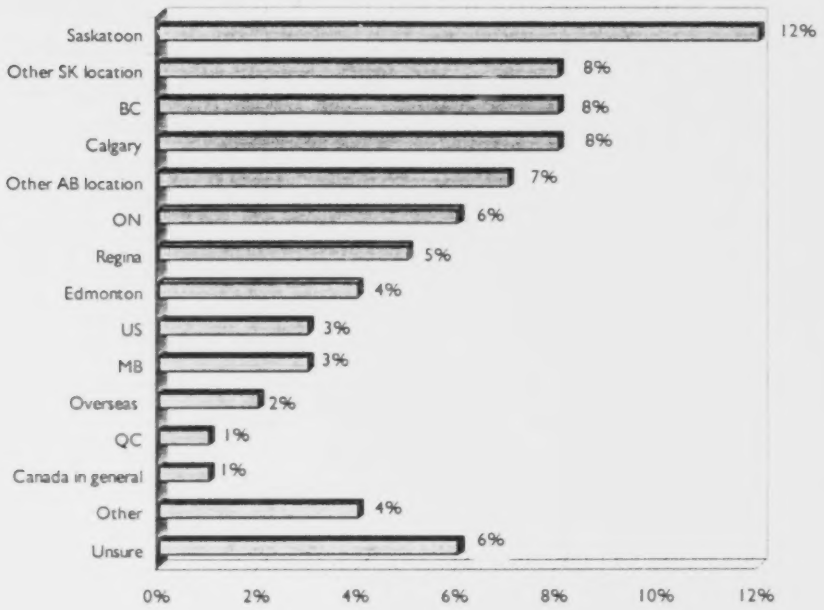
Question Within the next five years, how likely is it that you will move to a different city or town?



- Approximately 65% of Saskatchewan youth say they are either somewhat likely, or very likely to move to a different city or town in the next five years.

- Youth in the 25-29 age group are the least likely to move to a different city or town in the next five years (50% state "not very likely"). Youth in the 20-24 age group are the most likely to move (46% state "very likely").

Question *Where do you think you might move? (Each respondent may have indicated more than one location.)*



- Approximately 25% of Saskatchewan youth say they might move to a different location in Saskatchewan within the next five years. Approximately 19% say they might move to Alberta in the next five years.

- Youth between the ages of 15 and 19 are most likely to name Saskatoon (18%). Youth between the ages of 20 and 24 are the most likely to mention Calgary (17%) and BC (18%).

- People of aboriginal ancestry are significantly more likely to move to a different location within Saskatchewan (Regina 6%, Saskatoon 18%, other SK location 16%). They are significantly less likely to move to away from Saskatchewan (ex: Calgary 6%, BC 4%, other AB location 3%).

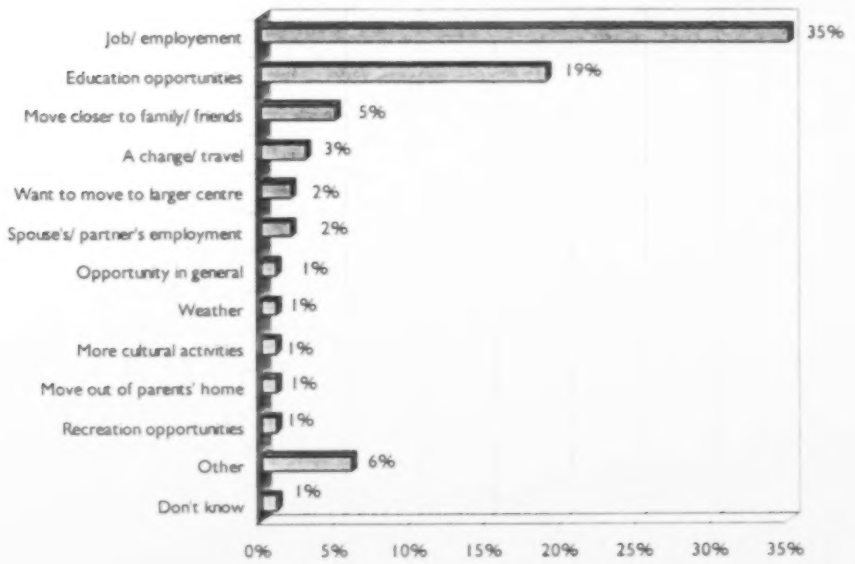
- Youth who have completed a university degree or some university are most likely to mention Calgary (16% and 14% respectively) and BC (19% and 11% respectively).

- Youth most likely to mention Edmonton have completed college/ technical school (9%).

- Youth living in Saskatoon or Regina are more likely than those living in rural areas or small cities to say they will move to a location outside the province.

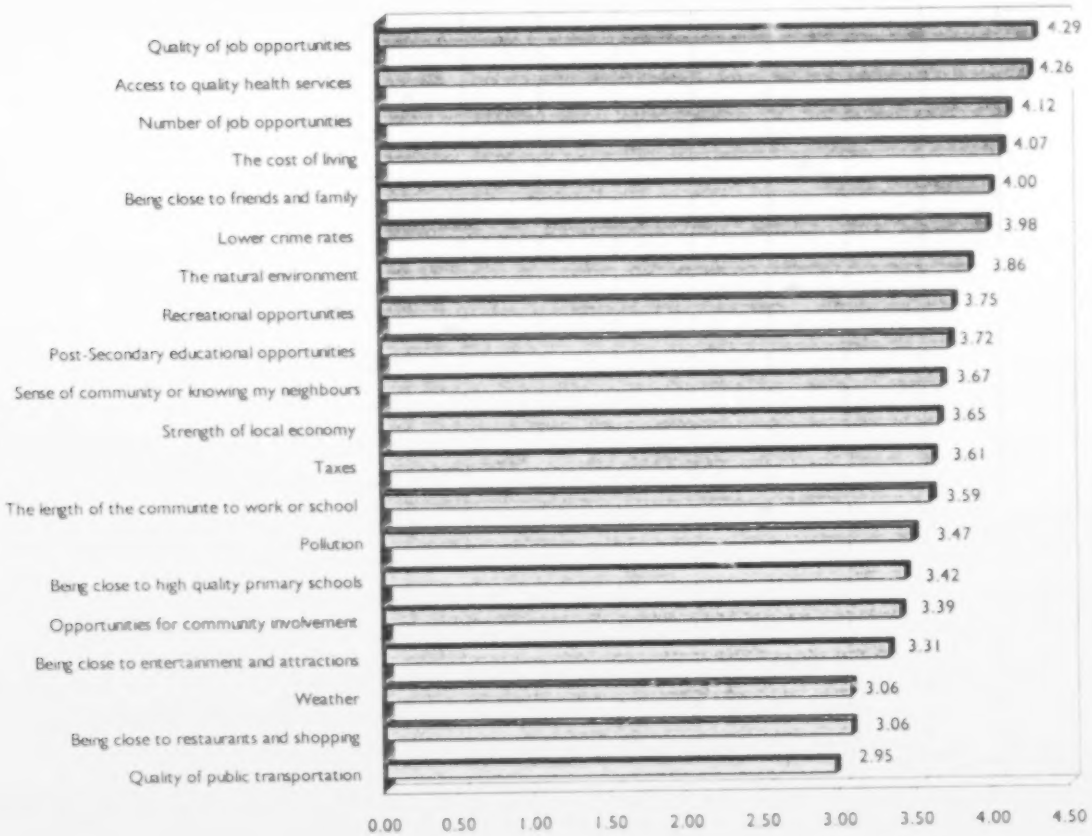
1.2 Importance of Factors in Determining Where to Live

Question Why do you think you might move?



- The reasons most commonly given for wanting to move within the next five years are: employment opportunities (35%) and education opportunities (19%).
- Youth between the ages of 15 and 19 are most likely to mention education opportunities (31%).
- Youth between the ages of 20 and 24 are most likely to mention employment opportunities (52%).
- Aboriginal respondents are more likely than non-aboriginal respondents to move because of education opportunities (26%).

Question I'm going to list a number of factors that people often think about when choosing a community to live in. On a scale of 1 to 5, with 1 meaning not at all important and 5 meaning extremely important, please rate how important each of these factors are in choosing where you live. (*The following chart indicates the mean scores for each factor.)*



- When asked to rate the importance of certain factors in choosing a place to live, youth rate the following factors the highest: quality of job opportunities (mean 4.29), access to quality health services (4.26), number of job opportunities (4.12), the cost of living (4.07), being close to friends and family (4.00) and lower crime rates (3.98).

- When respondents were asked if there are any other important factors, size of the city (1%), and politics/ government (1%) were mentioned.

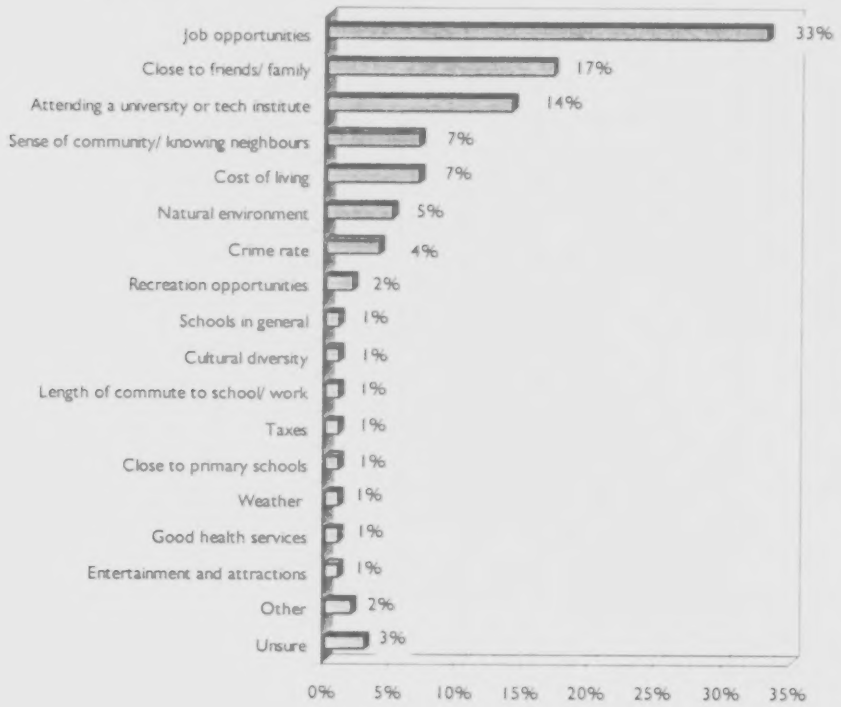
- Compared to other age groups, youth between the ages of 15 and 19 are significantly more concerned about:
    - Being close to friends and family (mean 4.13);
    - Post-secondary educational opportunities (3.98), and
    - Weather (3.19).

- Compared to other age groups, youth between the ages of 20 and 24 are significantly more concerned about:
    - Quality of job opportunities (4.39);
    - Number of job opportunities (4.36);
    - The natural environment (3.97);
    - Strength of the local economy (3.74);
    - Proximity to entertainment and attractions (3.44), and
    - Quality of public transportation (3.14).

- Compared to other age groups, youth between the ages of 25-29 are significantly more concerned about:
    - Access to quality health services (4.42);
    - Sense of community/ knowing my neighbours (3.86);
    - The length of the commute to work (3.75);
    - Taxes (3.74), and
    - Proximity to high quality primary schools (3.70).

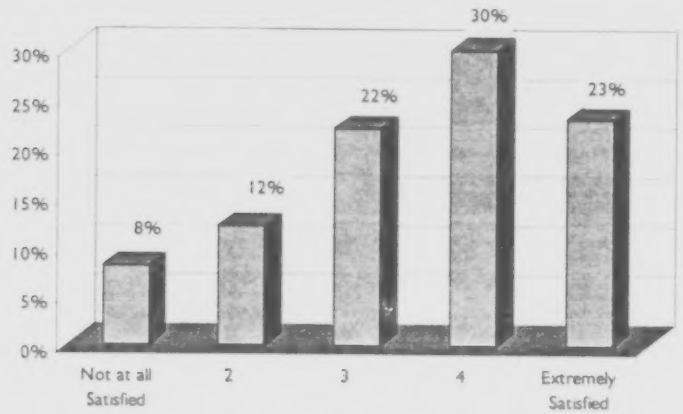
- Females tend to rate the following factors significantly more important than males: access to quality health services (4.40 females versus 4.11 males) and opportunities for community involvement (3.55 females versus 3.20 males).

Question What is the single most important factor for you in choosing a place to live?



- One-third (33%) of Saskatchewan youth state that job opportunities are the most important factor in choosing a place to live.
- Approximately 17% indicate that being close to friends and/or family is most important, while approximately 14% state that education opportunities are most important to them.
- One-in-five (20%) youth between the ages 15 and 19 name attending a university or technical institute as the most important factor in choosing a place to live.
- Thirty-nine percent of youth between the ages of 20 and 25 name job opportunities as the most important factor in choosing a place to live.

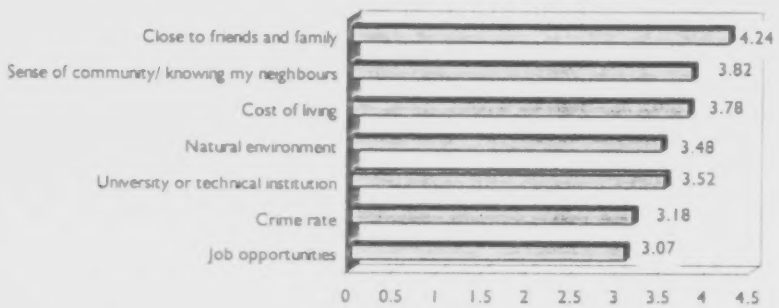
Question On a scale of 1 to 5 with 1 being not satisfied at all and 5 being extremely satisfied, how satisfied are you where you currently live with respect to [single most important factor]?



- Overall, the majority of Saskatchewan youth are satisfied with the single most important factor in choosing a place to live (53% rate it either a 4 or a 5).

- The average rating for this question is 3.51.

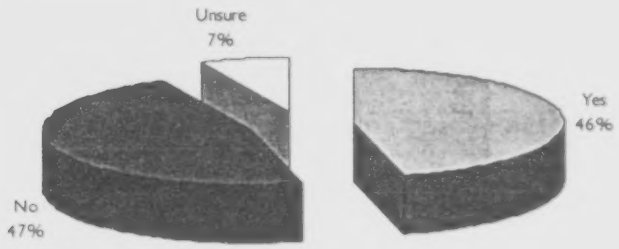
The graph below demonstrates the seven most commonly mentioned factors and the mean satisfaction scores for each factor.



- Of the seven most commonly mentioned single most important factors in choosing a place to live, Saskatchewan youth are most satisfied with being close to friends and family (mean 4.24) and sense of community/ knowing my neighbour (3.82).

- They are least satisfied with job opportunities (3.07) and crime rate (3.18).

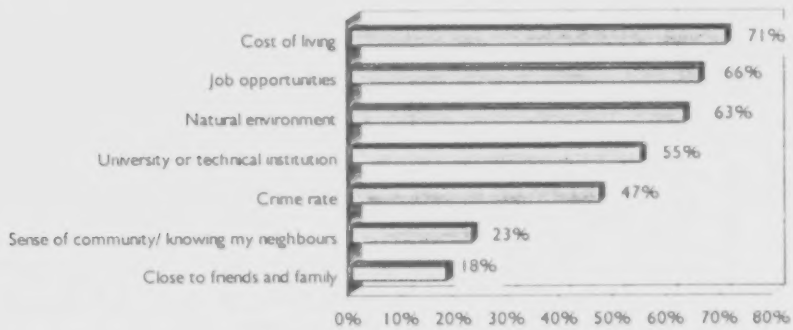
Question Do you think the provincial government has a role in making [single most important factor] better?



- Saskatchewan youth are evenly divided with regard to the Saskatchewan government's role in making the single most important factor better. Forty-seven percent say yes, the government has a role and 46% say no, it does not.

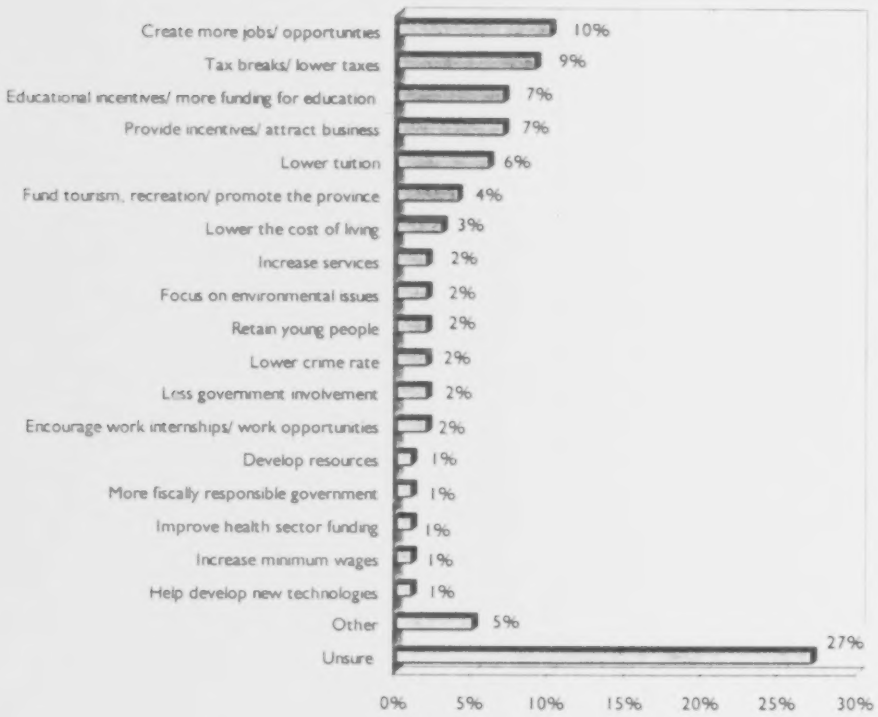
- The younger the respondent, the more likely they are to think the government has a role to play in making the factor better (15-19: 53%, 20-24: 45%, 25-29: 38%).

The following chart demonstrates the seven most commonly mentioned factors and the percentage of respondents who said the provincial government has a role in making that factor better.



- Respondents who mention cost of living, job opportunities and the natural environment are most likely to say that the government has a role in making that factor better (71%, 66% and 63% respectively).

Question What do you think the provincial government should do to make it better? *(Asked only of respondents who answered "yes" to the previous question)*

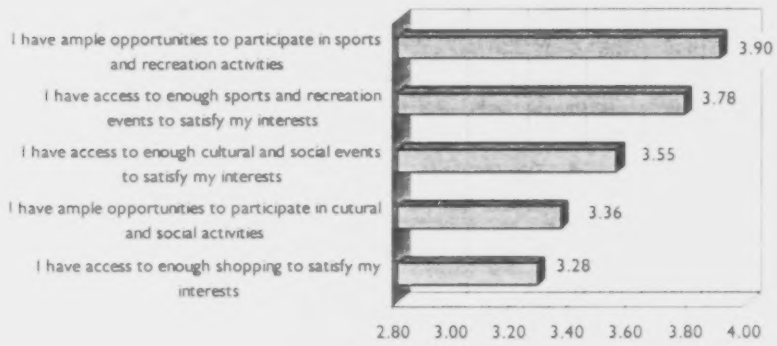

Create more jobs/ opportunities 10%
Tax breaks/ lower taxes 9%
Educational incentives/ more funding for education 7%
Provide incentives/ attract business 7%
Lower tuition 6%
Fund tourism, recreation/ promote the province 4%
Lower the cost of living 3%
Increase services 2%
Focus on environmental issues 2%
Retain young people 2%
Lower crime rate 2%
Less government involvement 2%
Encourage work internships/ work opportunities 2%
Develop resources 1%
More fiscally responsible government 1%
Improve health sector funding 1%
Increase minimum wages 1%
Help develop new technologies 1%
Other 5%
Unsure 27%
0% 5% 10% 15% 20% 25% 30%

- When Saskatchewan youth are asked what the government can do to make the single most important factor better, they are most likely to say: create more jobs/ opportunities (10%), tax breaks (9%), increase educational incentives (7%), provide incentives to attract business (7%), and lower tuition (6%).

- Respondents who identified job opportunities as the most important factor also identified several actions the government could take to increase job opportunities:
    - Create more jobs/ opportunities (38 respondents)
    - Provide incentives/ attract more business (21 respondents)
    - Lower taxes (13 respondents)
    - Retain young people (10 respondents)
    - Increase minimum wage (7 respondents)
    - Educational incentives/ more funding (5 respondents)
    - Improve health sector funding (4 respondents)

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

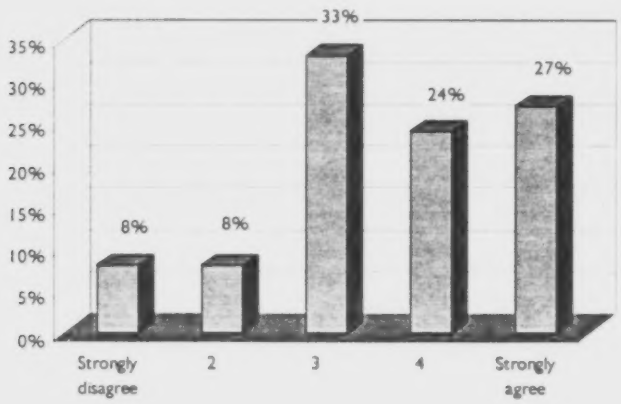
The following chart compares the mean responses for this question.


I have ample opportunities to participate in sports and recreation activities
3.90
I have access to enough sports and recreation events to satisfy my interests
3.78
I have access to enough cultural and social events to satisfy my interests
3.55
I have ample opportunities to participate in cutural and social activities
3.36
I have access to enough shopping to satisfy my interests
3.28
2.80 3.00 3.20 3.40 3.60 3.80 4.00

- Participants tend to be most satisfied with their opportunities to participate in and their access to sports and recreation activities (means 3.90 and 3.78 respectively).
- Participants tend to be less satisfied with their opportunities to participate in and their access to cultural and social events (means 3.55 and 3.36 respectively).
- Participants are least satisfied with their access to shopping (mean 3.28).
- As participants get older, they are less likely to be satisfied with the opportunity they have to participate in sports and recreation activities.
- People of aboriginal ancestry are less likely to be satisfied with access to shopping. Only 38% of these respondents are either somewhat or very satisfied with this factor, whereas 52% of non-aboriginal youth are satisfied with this factor.

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

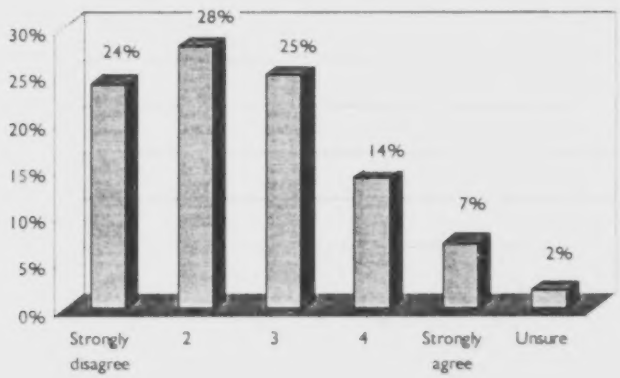
Statement 1: I know how to find information to get involved in and contribute to my community.



- When asked if they know how to find information to get involved in and contribute to their community, Saskatchewan youth give an average response of 3.54 out of 5.

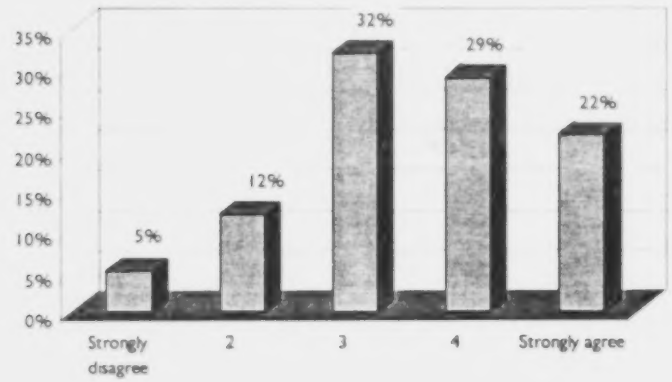
- Youth in the 25-29 age group are more likely than those in other age groups to say they know how to find information to get involved in their community (61% rate this question 4 or 5).

Statement 2: Government leaders would listen to my opinion.



- When asked if government leaders would listen to their opinion, Saskatchewan youth give an average response of 2.50 out of 5. This demonstrates that youth are unoptimistic about their ability to influence government policy.

Statement 3: I would like to have more input in decisions that affect my community.



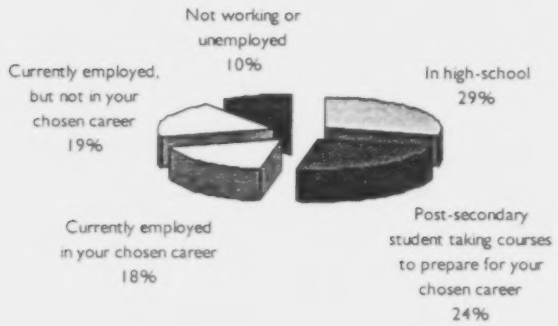
- When asked whether they would like to have more input in decisions that affect their community, Saskatchewan youth give an average response of 3.51 out of 5.

- People of aboriginal ancestry are more likely than non-aboriginal people to want to have more input in decisions that affect their community. Over one-third (37%) of aboriginal youth strongly agree with this statement.

- Youth in high school are most likely to say they want to have more impact on decisions that affect their community. Approximately 63% of these respondents answered 4 or 5 to this question.

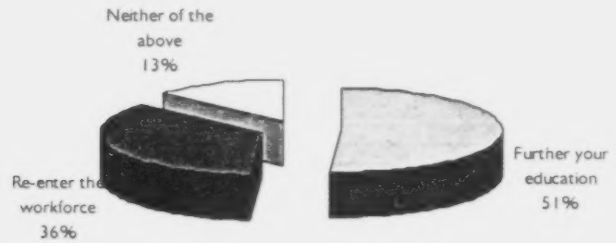
1.3 Job/ Career

Question Which of the following options best describes your current situation? Are you:


Not working or unemployed 10%
Currently employed, but not in your chosen career 19%
In high-school 29%
Currently employed in your chosen career 18%
Post-secondary student taking courses to prepare for your chosen career 24%

- Over one-quarter (29%) of respondents are in high-school, 24% are post-secondary students taking courses to prepare for their chosen career, 19% are currently employed, but not in their chosen career, while 18% are currently employed in their chosen career.

Question In the next few years, do you think you will: *(This question was asked only of those who are not working or unemployed)*

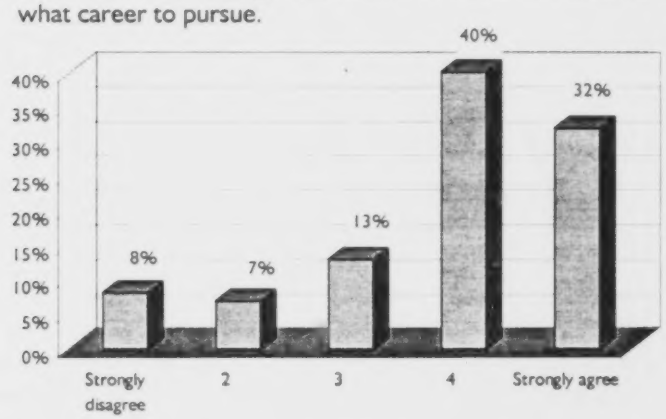


- Respondents who answered, "Further your education" were asked the following question and skipped the next one. Respondents who answered, "Re-enter the workforce" skipped the following question and were asked the next one. Respondents who answered, "Neither of the above "skipped the following two questions.

The following question was asked only of those respondents who are: in high school, taking post-secondary education, or those who are currently not working or in school, but intend to further their education in the next few years.

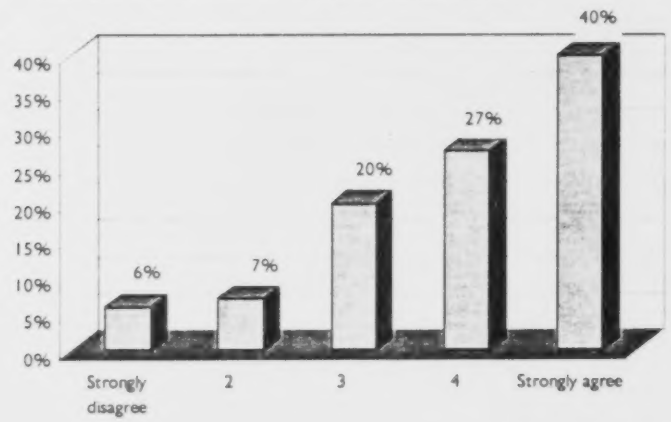
Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

Statement 1: I have access to enough information to make an informed decision about what career to pursue.



- Almost three-quarters (72%) of respondents who were asked this question say they have access to enough information to make an informed decision about what career to pursue. The average response to this question is 3.81 out of 5.

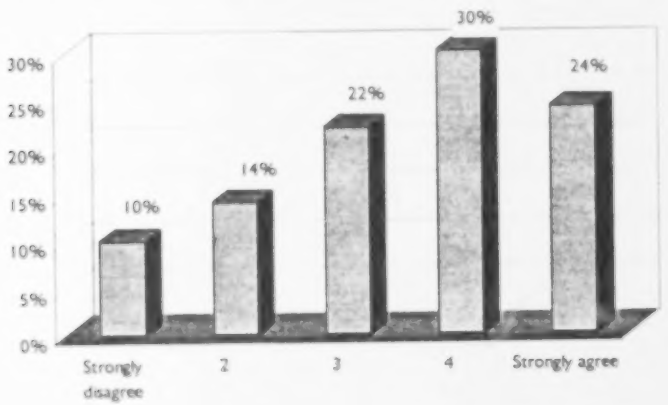
Statement 2: I can get the education I want in Saskatchewan.



- Approximately 67% of respondents currently in high school, post secondary, or not working but planning to further their education within the next few years, believe they can obtain the education they need in Saskatchewan. One-in-five

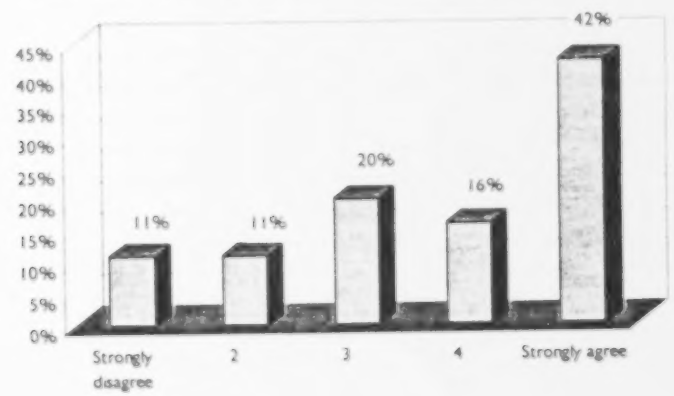
(20%) are neither agree nor disagree. The average response to this question is 3.88 out of 5.

Statement 3: I believe there will be adequate opportunities for me to have a career in Saskatchewan



- Over one-half (54%) of respondents currently in high school, post secondary, or not working but planning to further their education within the next few years, believe there will be adequate opportunities to have a career in Saskatchewan. One-fifth (22%) neither agree nor disagree. The average response to this question is 3.44 out of 5.

Statement 4: I would like to pursue my career in Saskatchewan.

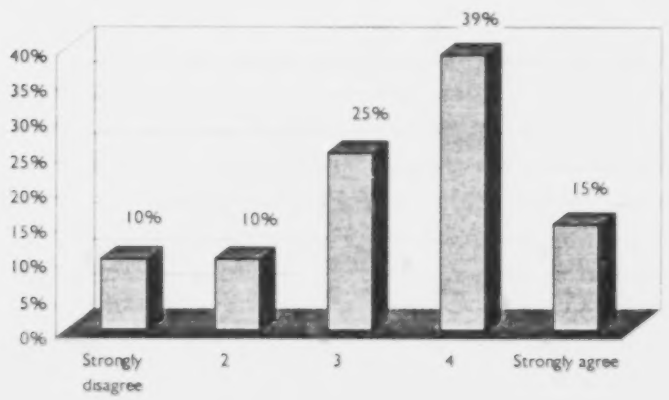


- Over one-half of these respondents (58%) would like to pursue their career in Saskatchewan. Approximately one-fifth (22%) would not like to pursue their career in Saskatchewan. The average response to this question is 3.67 out of 5.

The following question was asked only of respondents who are currently employed, or who are currently not working, but plan to re-enter the workforce within the next few years:

Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

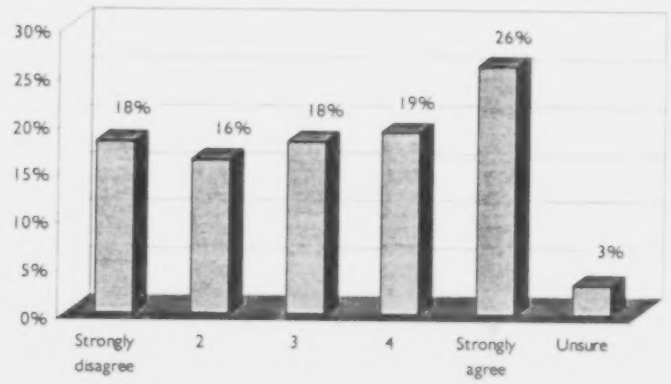
Statement 1: There are enough jobs in Saskatchewan but not enough career opportunities.



- Over half (54%) of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, agree that there are enough jobs in Saskatchewan, but not enough career opportunities (15% strongly agree).

- The average response to this question is 3.41 out of 5.

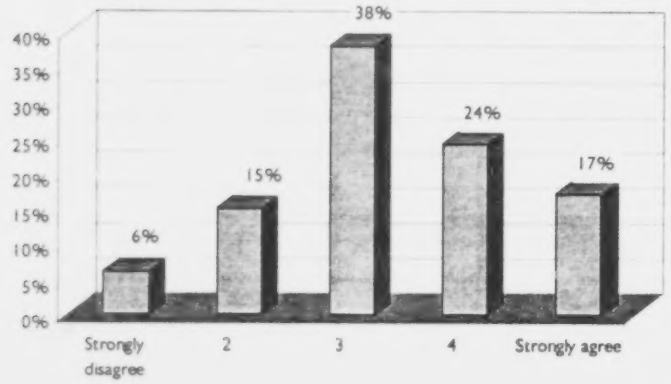
Statement 2: I could achieve my career goals better if I moved away from Saskatchewan.



- Approximately 45% of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, believe they could achieve their career goals better if they moved away from Saskatchewan. Respondents are evenly split across all categories, with the exception of "strongly agree", which has over one-quarter of respondents (26%).

- The average response to this question is 3.21 out of 5.

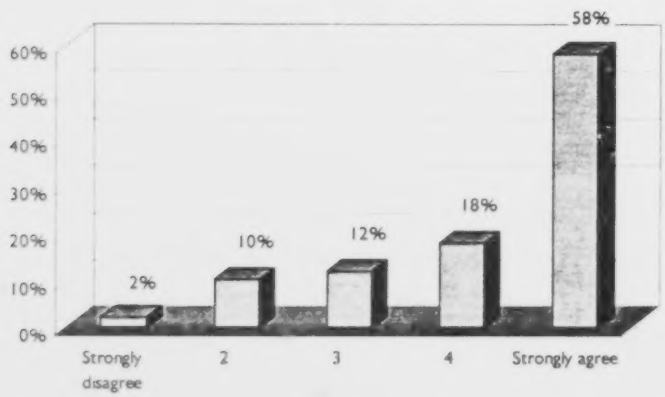
Statement 3: I can create my own growth opportunities in Saskatchewan



- Approximately 41% of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, believe they can create their own growth opportunities in Saskatchewan.

- The average response to this question is 3.31 out of 5.

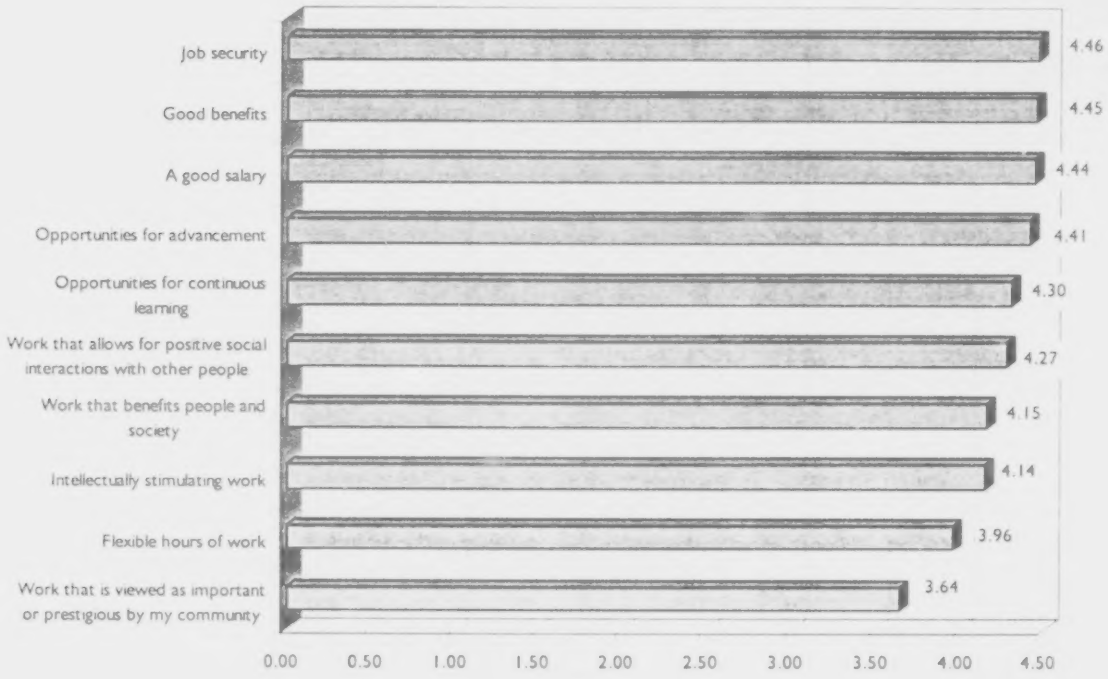
Statement 4: If all my career ambitions could be met in Saskatchewan I would never leave the Province.



- Over three-quarters (76%) of respondents who are currently employed, or not working but plan to re-enter the workforce within the next few years, agree that they would never leave Saskatchewan if all their career ambitions could be met in the province (58% strongly agree). The average response to this question is 4.2 out of 5.

Question On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following factors in determining what makes a job good in the long-term:

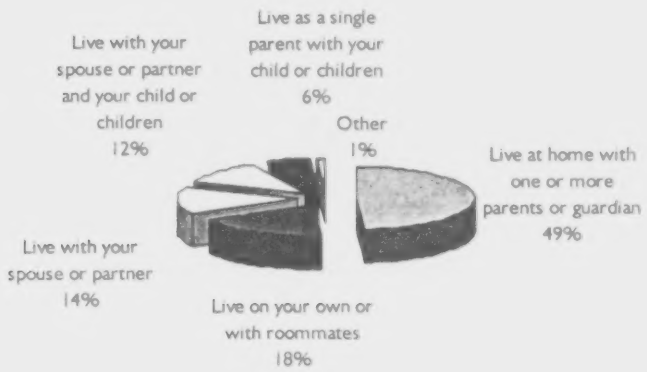
The following chart demonstrates the mean scores for each factor.



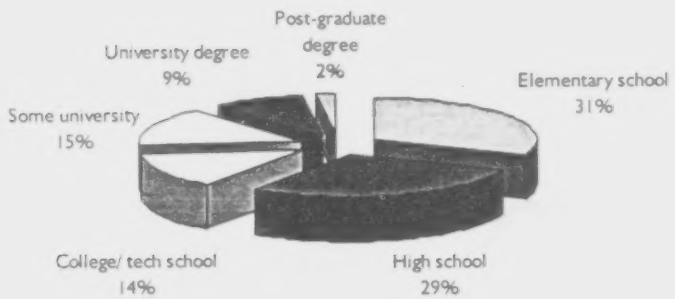
- According to Saskatchewan Youth, the four most important factors in determining what makes a good job in the long-term are: job security (mean 4.46), good benefits (4.45), a good salary (4.44), and opportunities for advancement (4.41).

1.4 Demographics

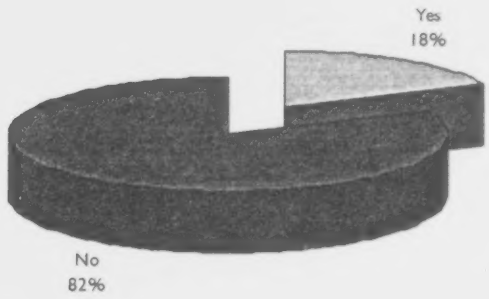
Question *How would you describe your current living situation? Do you:*


Live as a single parent with your child or children 6%
Live with your spouse or partner and your child or children 12%
Other 1%
Live at home with one or more parents or guardian 49%
Live with your spouse or partner 14%
Live on your own or with roommates 18%

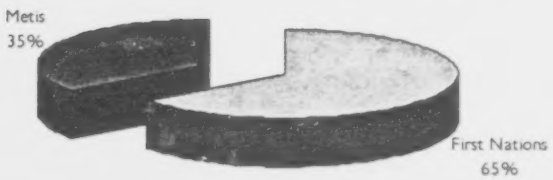
Question *What is the highest level of education that you completed?*



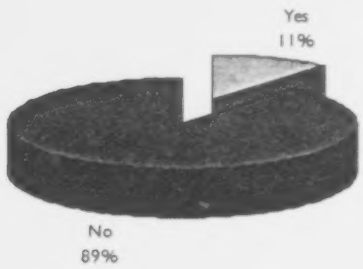
Question *Do you consider yourself to be of Aboriginal descent, such as First Nations, Metis or Inuit?*



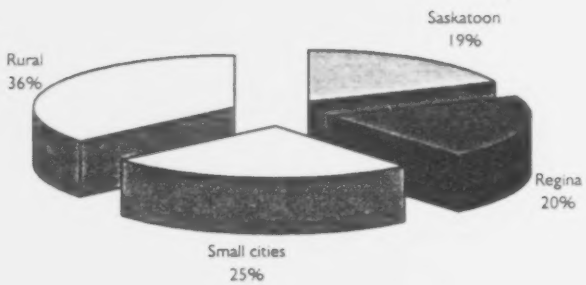
Question *Would you describe yourself as: (Asked only of respondents who said "yes" to the above question).*



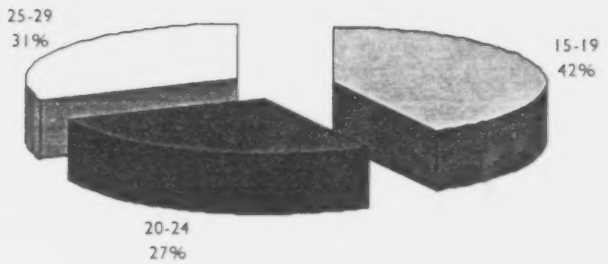
Question *Do you consider yourself to be a visible minority? (Asked of those who do not consider themselves to be of aboriginal descent)*



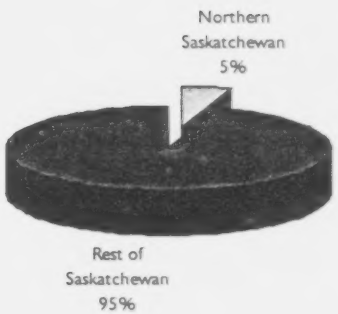
Region



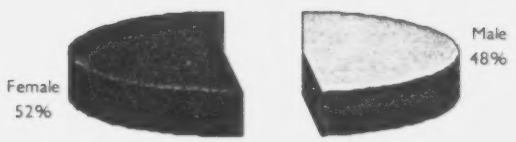
Age



Northern Saskatchewan



Gender

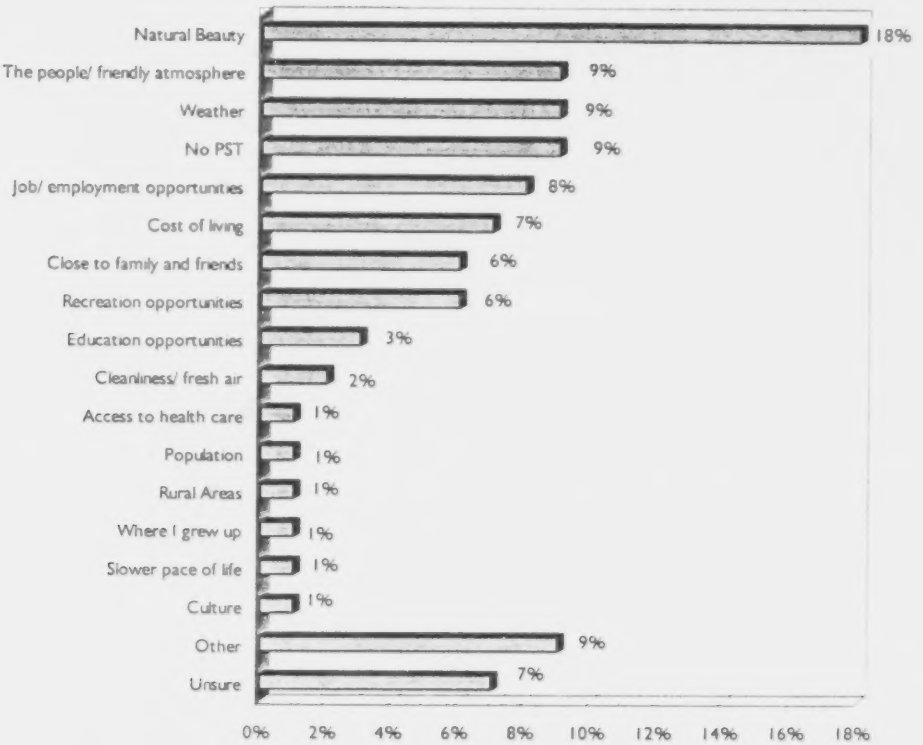


SECTION 2.0 ALBERTA GENERAL POPULATION

2.1 Residence History, Satisfaction and Intentions

All questions in section 2 were asked of Alberta residents. Where necessary, questions were changed to refer to "Alberta" rather than "Saskatchewan".

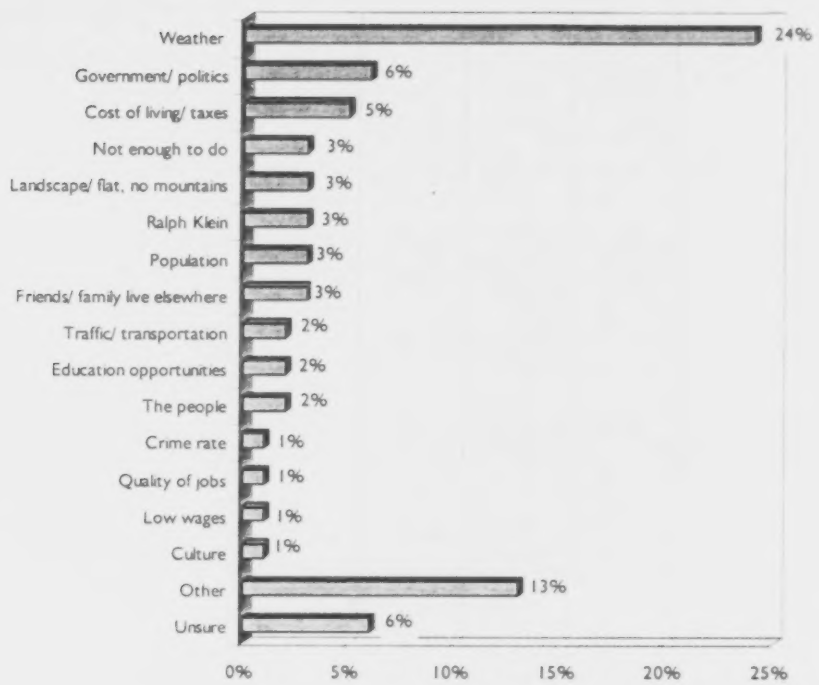
Question Please complete the sentence: The thing I like most about living in Alberta is:



- When Alberta youth are asked what they like most about living in Alberta, the five most common answers are: natural beauty (18%), the people/ friendly atmosphere (9%), the weather (9%), no provincial sales tax (9%), and job/ employment opportunities (8%).

- By comparison, the top five answers for Saskatchewan youth are: the people/ friendly atmosphere (22%), natural beauty (16%), close to family and friends (11%), cost of living (10%), and space/ openness (7%).

Question Please complete this sentence: The thing I like least about living in Alberta is:



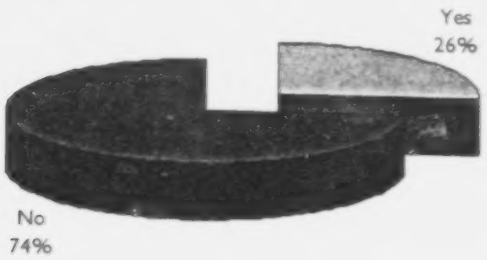
- In both Alberta and Saskatchewan, respondents are most likely to mention the weather as the thing they like least about living in their province (24% in both provinces).

- In Alberta, the second and third most common answers are government/ politics (6%) and the cost of living/taxes (5%). Ralph Klein is specifically mentioned by 3% of respondents.

- By comparison, Saskatchewan residents are more likely to be dissatisfied with not enough to do (10%), lack of job opportunities (10%), and highways/roads (8%).

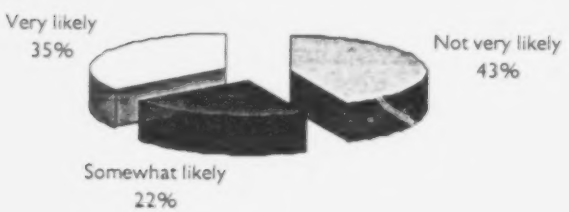
- A significant percentage of Saskatchewan respondents could not think of anything they like the least about living in the province.

Question Have you lived anywhere other than Alberta in the last five years?



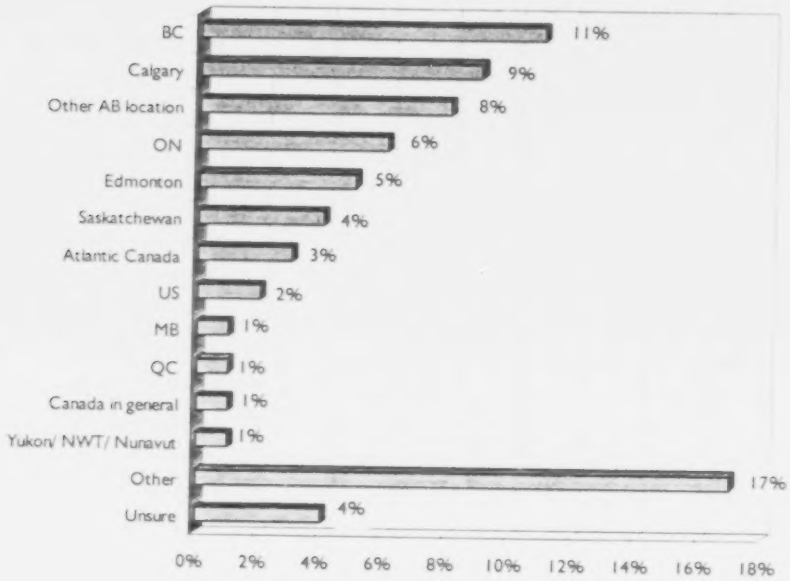
- Approximately one-quarter of both Alberta youth (26%) and Saskatchewan youth (24%) have lived outside their province in the past five years.

Question Within the next five years, how likely is it that you will move to a different city or town?



- Approximately 57% of Alberta youth say they are either somewhat likely, or very likely to move to a different city or town in the next five years. This is lower than the percentage of Saskatchewan youth who are likely to move (65%).

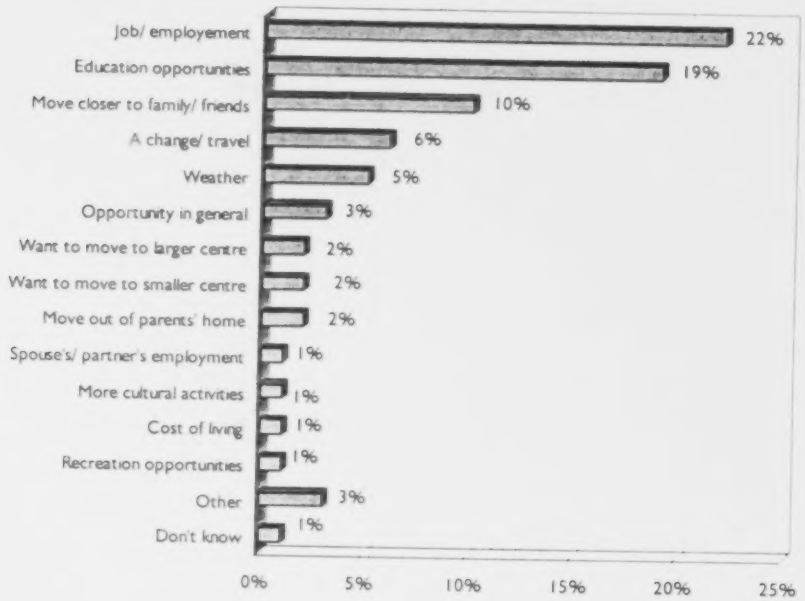
Question Where do you think you might move? (Each respondent may have indicated more than one location.)



- Alberta youth are most likely to name British Columbia (11%), Calgary (9%), Ontario (6%), Edmonton (5%) or another Alberta location (8%).
- Approximately 4% of Alberta youth name Saskatchewan as a place they might move to within the next five years.
- By comparison, Saskatchewan youth are most likely to name Saskatoon (12%), another Saskatchewan location not including Regina (8%), British Columbia (8%), Calgary (8%) or another Alberta location not including Edmonton (7%).
- Approximately 19% of Saskatchewan youth name Alberta as a place they might move to within the next five years.

2.2 Importance of Factors in Determining Where to Live

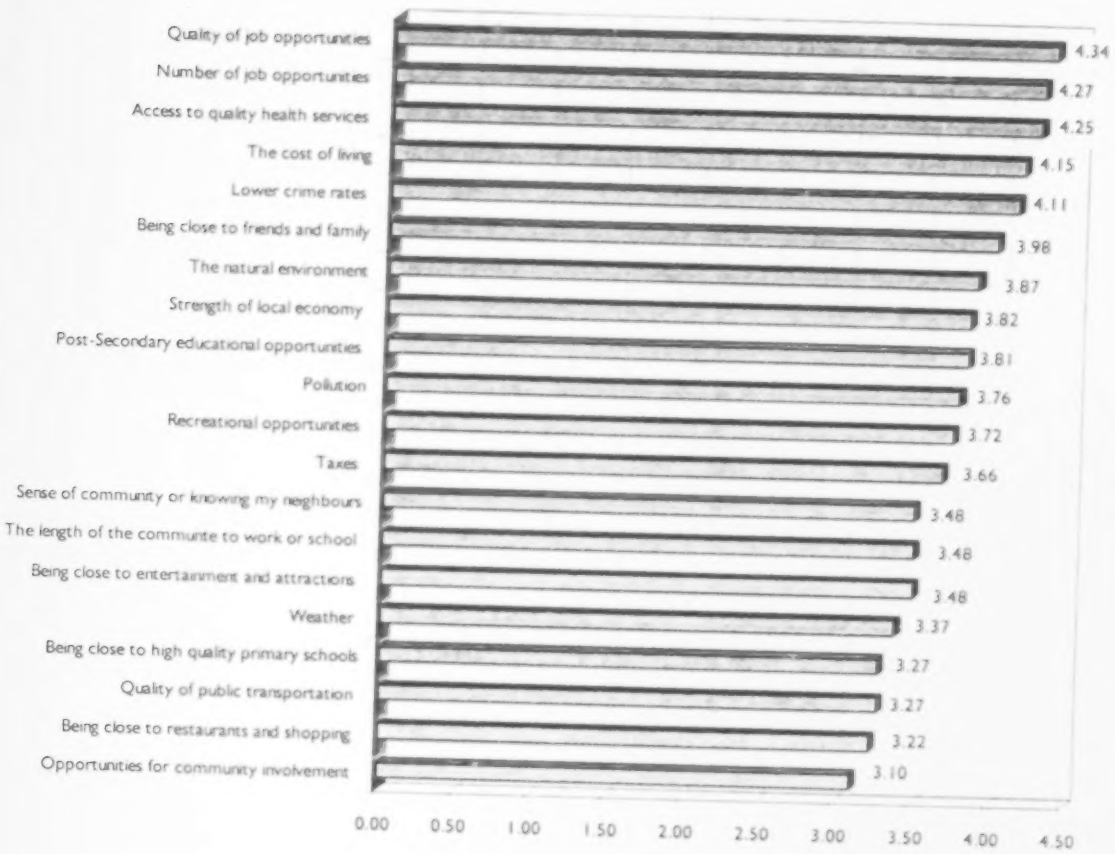
Question Why do you think you might move?



- Like Saskatchewan youth, the most common reasons for moving given by Alberta youth are: job/ employment opportunities (22%), education opportunities (19%), and move closer to family/ friends (10%).

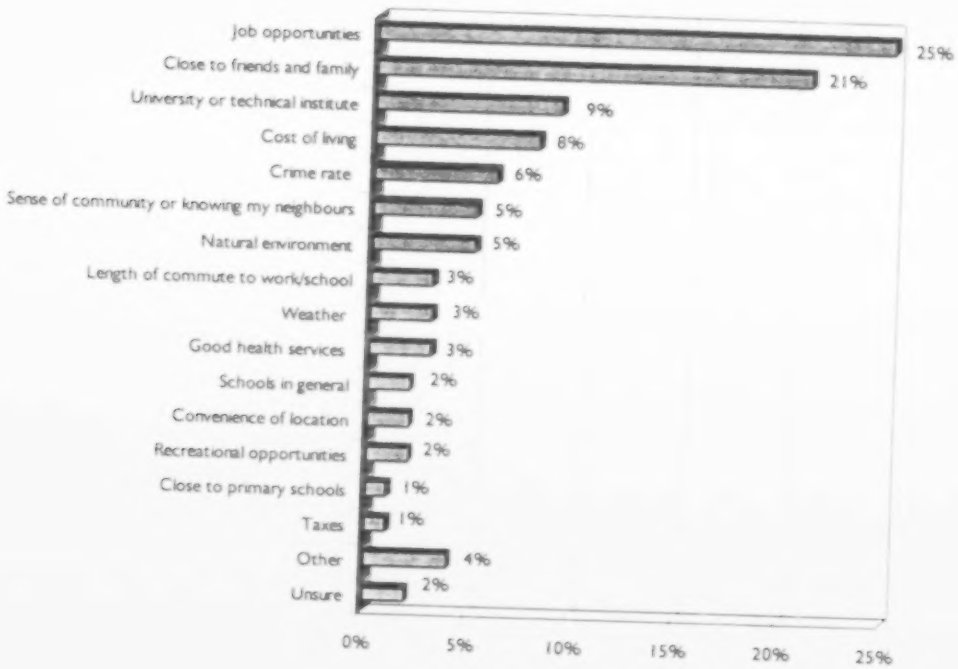
- By comparison, however; 35% of Saskatchewan youth name job/ employment and only 5% name move closer to family/ friends.

Question I'm going to list a number of factors that people often think about when choosing a community to live in. On a scale of 1 to 5, with 1 meaning not at all important and 5 meaning extremely important, please rate how important each of these factors are in choosing where you live. (*The following chart indicates the mean scores for each factor.)*


Quality of job opportunities 4.34
Number of job opportunities 4.27
Access to quality health services 4.25
The cost of living 4.15
Lower crime rates 4.11
Being close to friends and family 3.98
The natural environment 3.87
Strength of local economy 3.82
Post-Secondary educational opportunities 3.81
Pollution 3.76
Recreational opportunities 3.72
Taxes 3.66
Sense of community or knowing my neighbours 3.48
The length of the commute to work or school 3.48
Being close to entertainment and attractions 3.48
Weather 3.37
Being close to high quality primary schools 3.27
Quality of public transportation 3.27
Being close to restaurants and shopping 3.22
Opportunities for community involvement 3.10
0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50 4.00 4.50

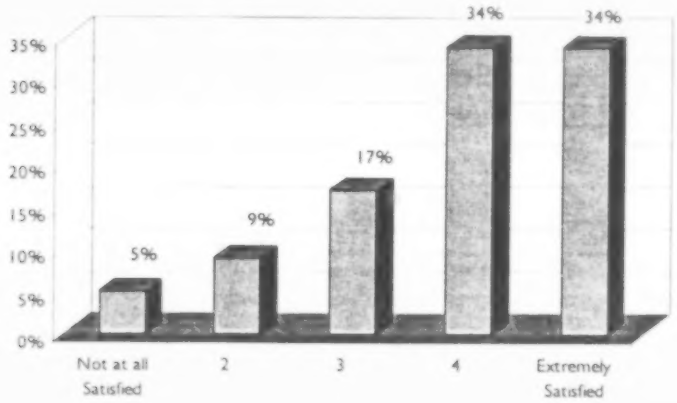
- Alberta and Saskatchewan youth rate the same seven factors highest in terms of importance.
- Alberta youth, however rate the importance of the following top seven factors higher than Saskatchewan youth (4.34 AB : 4.29 SK), number of job opportunities (4.27 AB : 4.12 SK) and crime rates (4.11 AB : 3.98 SK).
- Alberta youth also rate quality of public transportation significantly higher than Saskatchewan youth (3.27 AB : 2.95 SK).

Question What is the single most important factor for you in choosing a place to live?



- Both Alberta and Saskatchewan youth are most likely to name job opportunities (25% AB : 33% SK), close to friends and family (21% AB : 17% SK) and attending a university or technical institute (9% AB : 14% SK) as the most important factor for choosing a place to live.

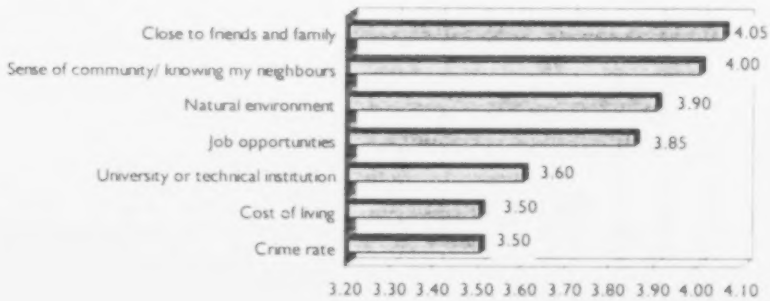
Question On a scale of 1 to 5 with 1 being not satisfied at all and 5 being extremely satisfied, how satisfied are you where you currently live with respect to [single most important factor]?



- Alberta youth tend to be more satisfied with the single most important factor in choosing a place to live than Saskatchewan youth. Over two-third (68%) of Alberta youth rate it either a 4 or 5, and 54% of Saskatchewan youth rate it a 4 or 5.

- The average rating for this question is 3.85 in Alberta and 3.51 in Saskatchewan.

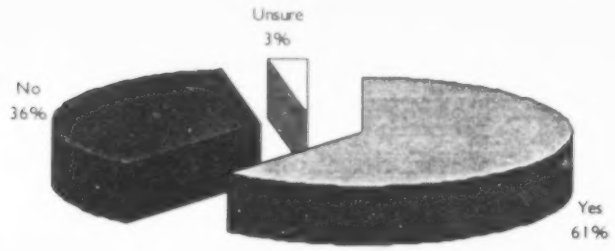
The graph below demonstrates the seven most commonly mentioned factors and the mean satisfaction scores for each factor.



- Alberta and Saskatchewan youth are most satisfied with being close to family and friends and a sense of community/ knowing my neighbours.

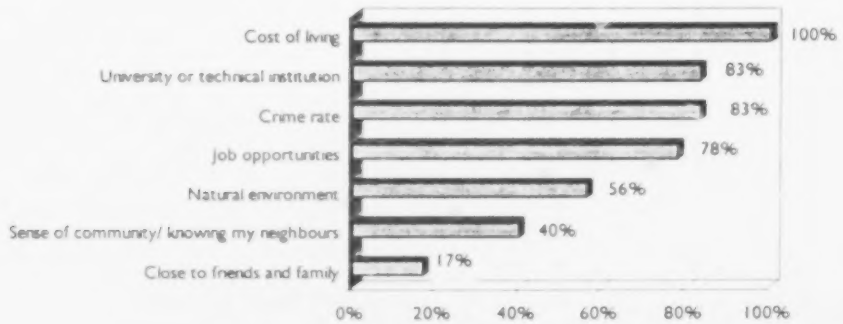
- Saskatchewan youth are more likely to be satisfied with the cost of living (3.78 SK : 3.50 AB).

Question Do you think the provincial government has a role in making [single most important factor] better?

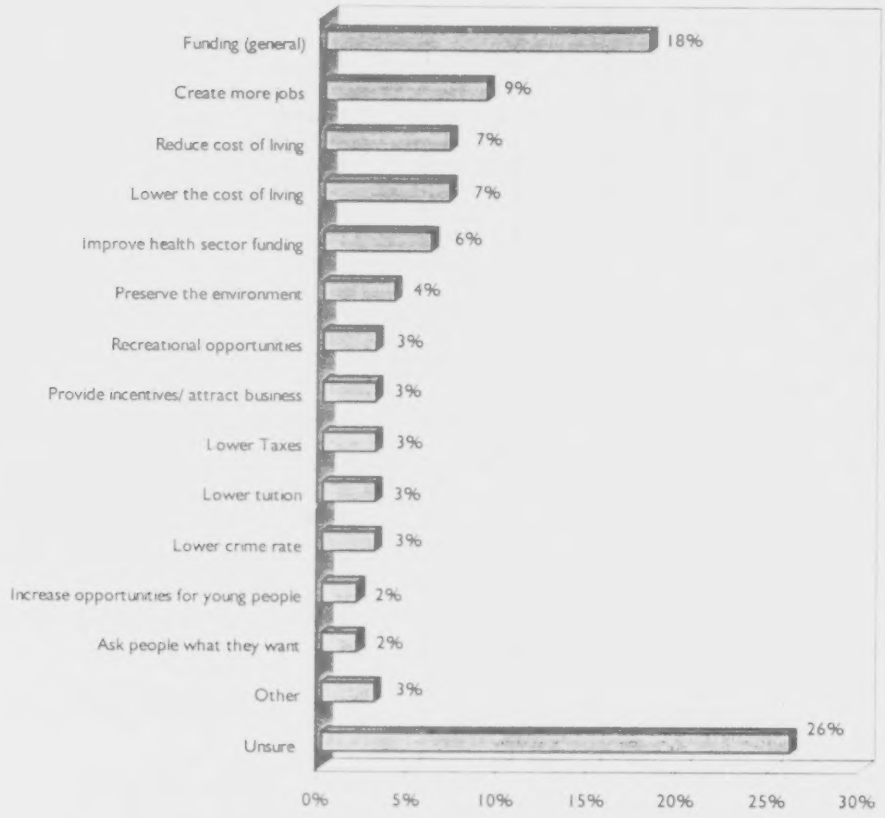


- Alberta residents are significantly more likely to think that the government has a role in making the factor better. Approximately 61% of Alberta residents answered "yes", while only 47% of Saskatchewan residents answered "yes".

The following chart demonstrates the seven most commonly mentioned factors and the percentage of respondents who said the provincial government has a role in making that factor better.



Question What do you think the provincial government should do to make it better? *(Asked only of respondents who answered "yes" to the previous question)*

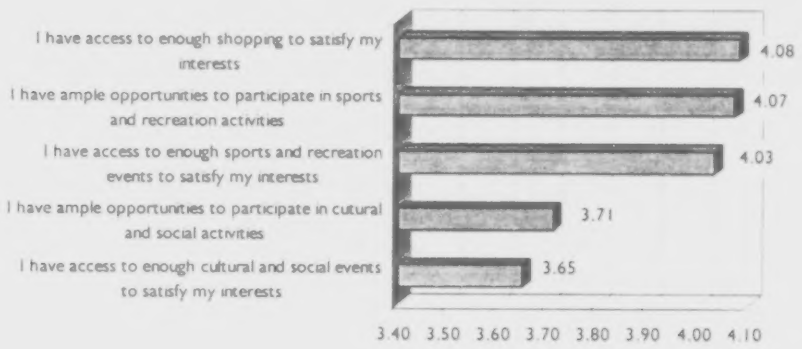

Funding (general) 18%
Create more jobs 9%
Reduce cost of living 7%
Lower the cost of living 7%
Improve health sector funding 6%
Preserve the environment 4%
Recreational opportunities 3%
Provide incentives/ attract business 3%
Lower Taxes 3%
Lower tuition 3%
Lower crime rate 3%
Increase opportunities for young people 2%
Ask people what they want 2%
Other 3%
Unsure 26%
0% 5% 10% 15% 20% 25% 30%

- When Alberta youth are asked what government can do to make the single most important factor better, they are most likely to say: funding in general (18%), create more jobs (9%), reduce the cost of living (6%), and improve health sector funding (6%).

- By comparison, Saskatchewan youth are most likely to say: create more jobs/ opportunities (10%), tax breaks (9%), increase educational incentives (7%), provide incentives to attract business (7%), and lower tuition (6%).

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

The following chart compares the mean responses for this question.


I have access to enough shopping to satisfy my interests
4.08
I have ample opportunities to participate in sports and recreation activities
4.07
I have access to enough sports and recreation events to satisfy my interests
4.03
I have ample opportunities to participate in cutural and social activities
3.71
I have access to enough cultural and social events to satisfy my interests
3.65
3.40 3.50 3.60 3.70 3.80 3.90 4.00 4.10

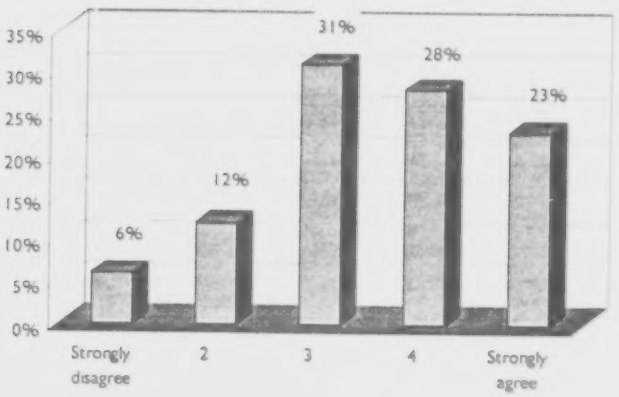
- Alberta youth tend to be most satisfied with access to shopping (4.08), opportunities to participate in sports and recreation (4.07) and access to sports and recreation (4.03). They are least satisfied with opportunities to participate in and access enough cultural and social activities.

- By comparison, Saskatchewan youth follow the same pattern, except they are least satisfied with their access to shopping (3.28).

- Alberta youth tend to be more satisfied with these factors overall than Saskatchewan youth.

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

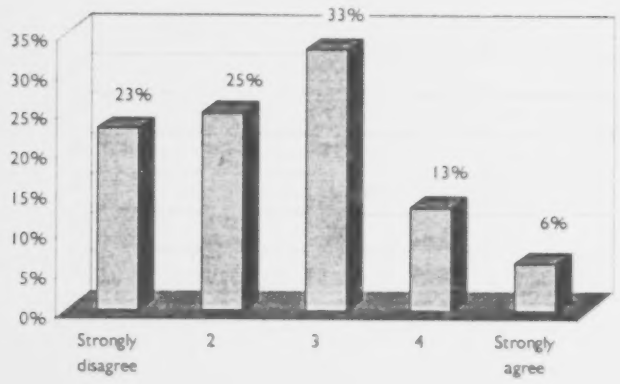
Statement 1: I know how to find information to get involved in and contribute to my community



- Similar to Saskatchewan youth, approximately one-half of Alberta youth agree or strongly agree that they know how to get involved in and contribute to their community.

- The average Alberta response to this question is 3.51. The average Saskatchewan response is 3.54.

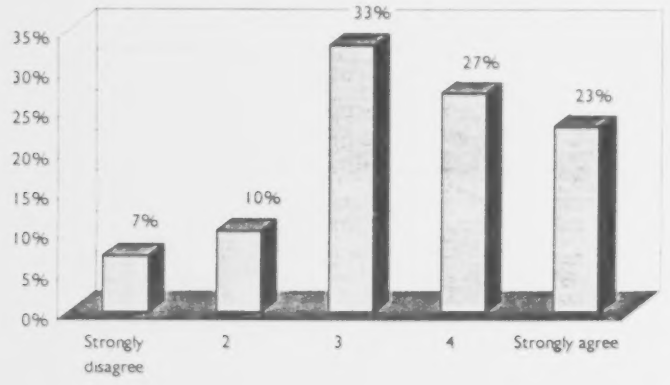
Statement 2: Government leaders would listen to my opinion



- Like Saskatchewan youth, approximately one-half of Alberta youth disagree with the statement, "Government leaders would listen to my opinion" (48% Alberta, 52% Saskatchewan).

- The average response is 2.54 in Alberta and 2.50 in Saskatchewan.

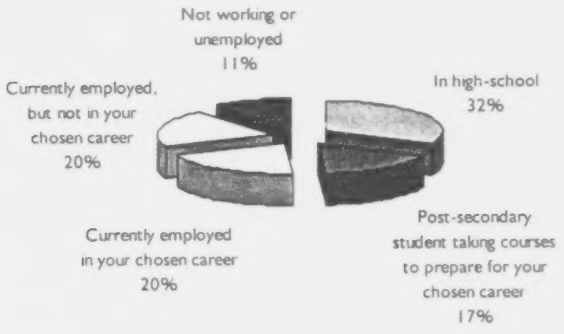
Statement 3: I would like to have more input in decisions that affect my community



- When asked whether they would like to have more input in decisions that affect their community, Saskatchewan and Alberta youth give similar responses. Alberta youth give an average response of 3.49; Saskatchewan youth give an average response of 3.51.

2.3 Job/ Career

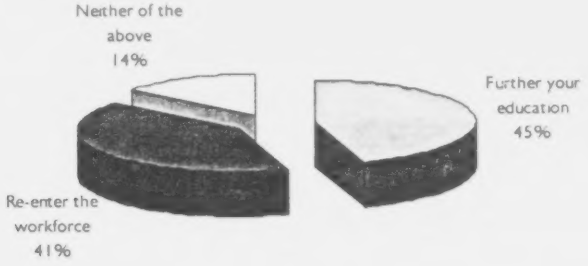
Question Which of the following options best describes your current situation? Are you:


Not working or unemployed 11%
Currently employed, but not in your chosen career 20%
In high-school 32%
Currently employed in your chosen career 20%
Post-secondary student taking courses to prepare for your chosen career 17%

- Close to one-third (32%) of respondents are in high-school, 20% are currently employed, but not in their chosen career, and 20% are currently employed in their chosen career.

The following question was asked only of respondents who are not working or unemployed.

Question: In the next few years do you think you will:

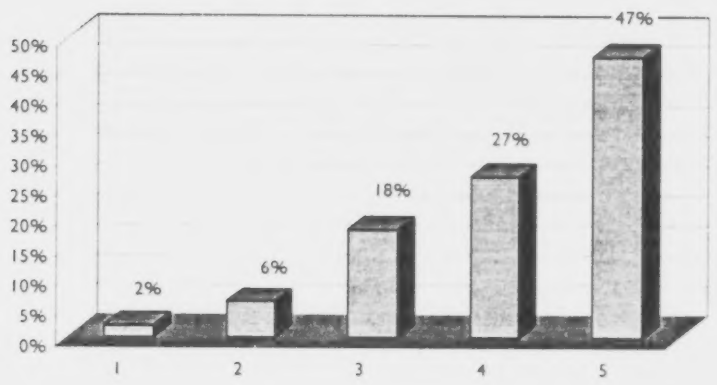


Respondents who answered, "Further your education" were asked the following question and skipped the next one. Respondents who answered, "Re-enter the workforce" skipped the following question and were asked the next one. Respondents who answered, "Neither of the above "skipped the following two questions.

The following question was asked only of those respondents who are: in high school, taking post-secondary education, or those who are currently not working or in school, but intend to further their education in the next few years.

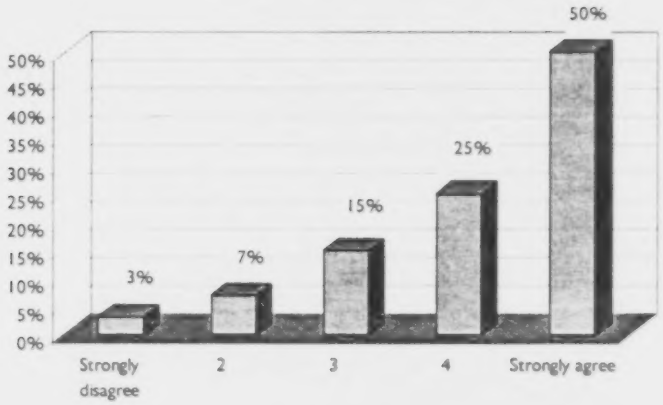
Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

Statement 1: I have access to enough information to make an informed decision about what career to pursue.



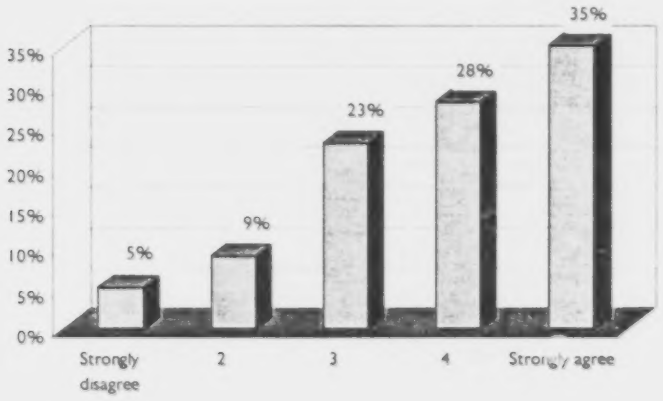
- Alberta youth are more likely to strongly agree with this statement. The average response to this question is 4.11 in Alberta and 3.81 in Saskatchewan.

Statement 2: I can get the education I want in Alberta.



- Alberta youth are more likely to respond positively to this question than Saskatchewan youth. The average response to this question is 4.12 in Alberta and 3.88 in Saskatchewan.

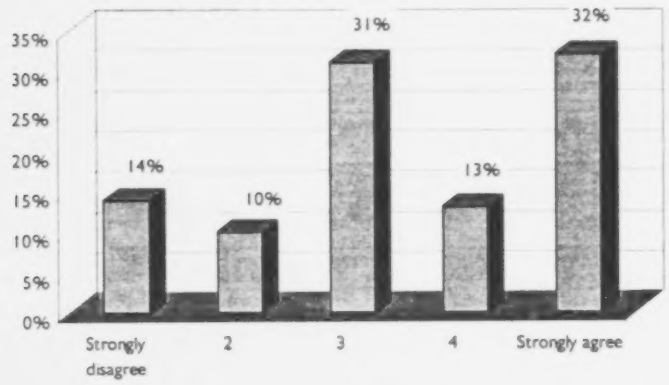
Statement 3: I believe there will be adequate opportunities for me to have a career in Alberta.



- Alberta youth are more likely to respond positively to this question than Saskatchewan youth. Only 24% of Saskatchewan youth strongly agree with this statement, while 35% of Alberta youth strongly agree.

- The average response to this question is 3.79 in Alberta and 3.44 in Saskatchewan.

Statement 4: I would like to pursue my career in Alberta.



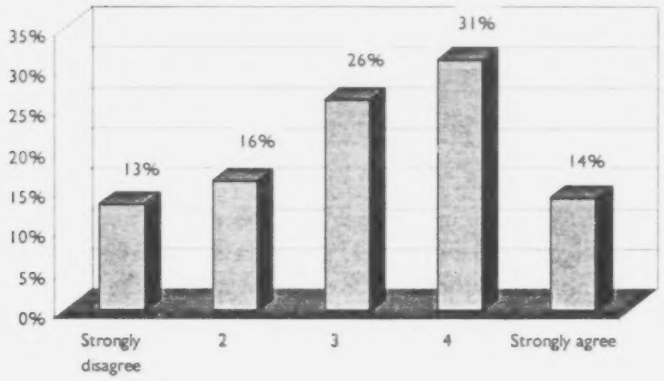
- Saskatchewan youth are more likely to respond positively to this question than Alberta youth. Approximately 42% of Saskatchewan youth strongly agree with this statement, while only 32% of Alberta youth strongly agree.

- The average response to this question is 3.4 in Alberta and 3.67 in Saskatchewan.

The following question was asked only of respondents who are currently employed, or who are currently not working, but plan to re-enter the workforce within the next few years:

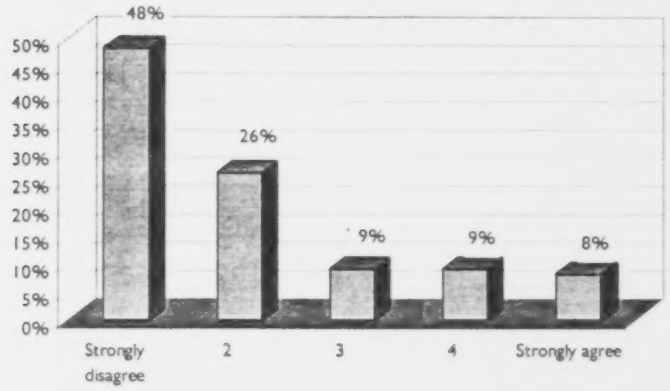
Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

Statement 1: There are enough jobs in Alberta, but not enough career opportunities.



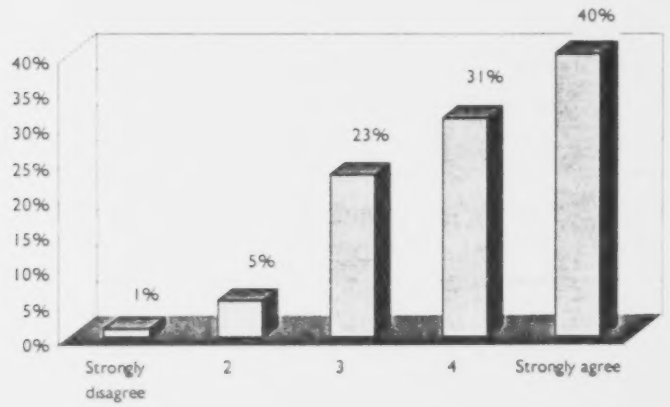
- Saskatchewan youth are somewhat more likely to agree with this statement than Alberta youth. Average response in Alberta is 3.15; average response in Saskatchewan is 3.41.

Statement 2: I could achieve my career goals better if I moved away from Alberta.



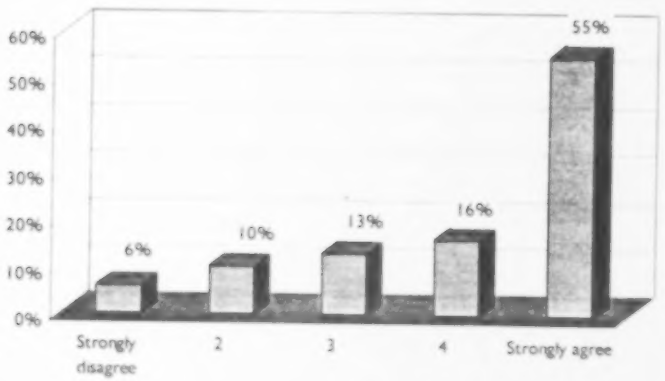
- Saskatchewan youth are significantly more likely to agree with this statement than Alberta youth. The average Alberta response to this question is 2.03; average Saskatchewan response is 3.21.

Statement 3: I can create my own growth opportunities in Alberta.



- Alberta youth are significantly more likely to agree with this statement than Alberta youth. The average Alberta response to this question is 4.05; average Saskatchewan response is 3.31.

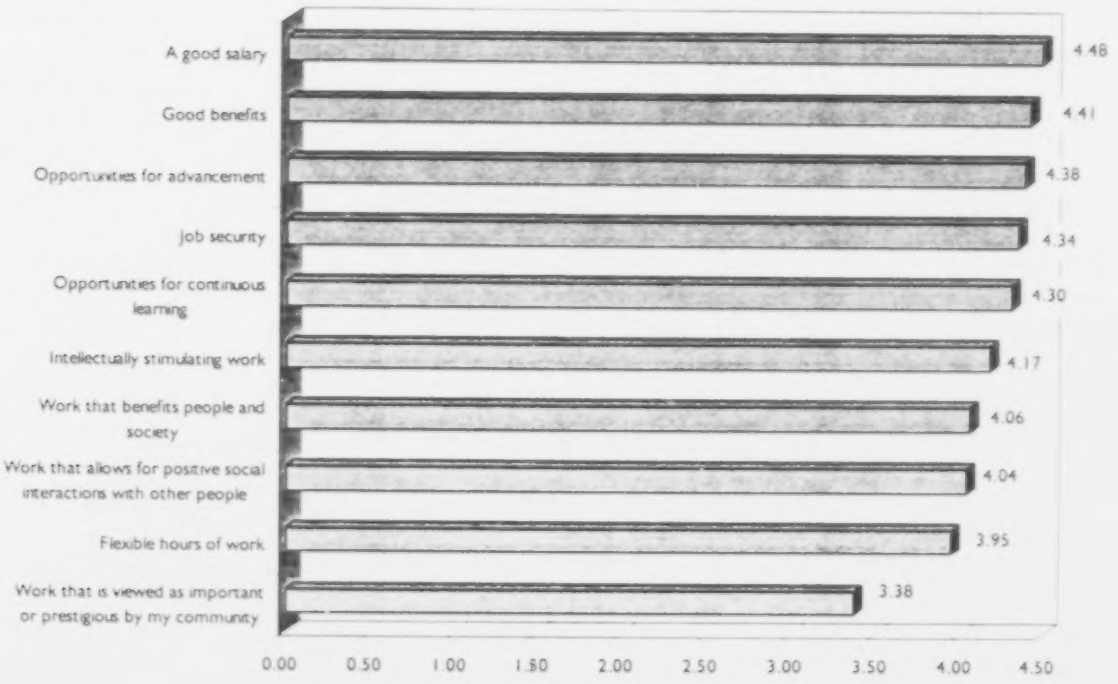
Statement 4: If all my career ambitions could be met in Saskatchewan I would never leave the Province.



- Alberta and Saskatchewan youth express a similar desire to remain in their respective provinces. The average Alberta response to this question is 4.05; average Saskatchewan response is 4.20.

Question On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following factors in determining what makes a job good in the long-term:

The following chart demonstrates the mean scores for each factor.

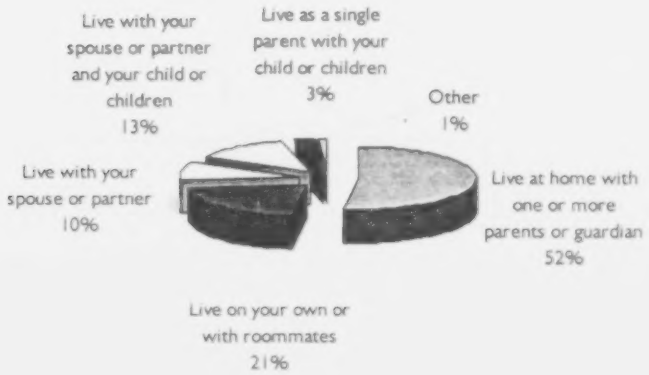


- Alberta youth rate the following five factors as most important in a job: a good salary (4.48), good benefits (4.41), opportunities for advancement (4.38), job security (4.34), and opportunities for lifelong learning (4.30).

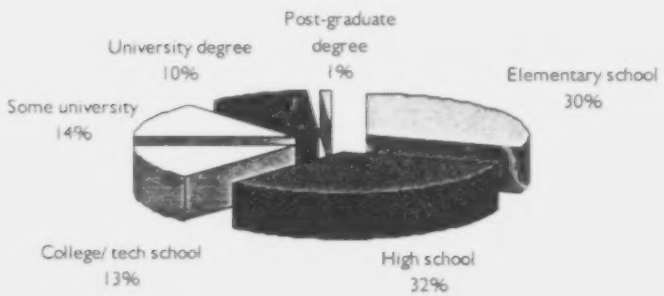
- The five most important factors for Saskatchewan youth are: job security (4.46), good benefits (4.45), a good salary (4.44), opportunities for advancement (4.41), and opportunities for lifelong learning (4.30).

2.4 Demographics

Question *How would you describe your current living situation? Do you:*


Live with your spouse or partner and your child or children 13%
Live as a single parent with your child or children 3%
Other 1%
Live with your spouse or partner 10%
Live at home with one or more parents or guardian 52%
Live on your own or with roommates 21%

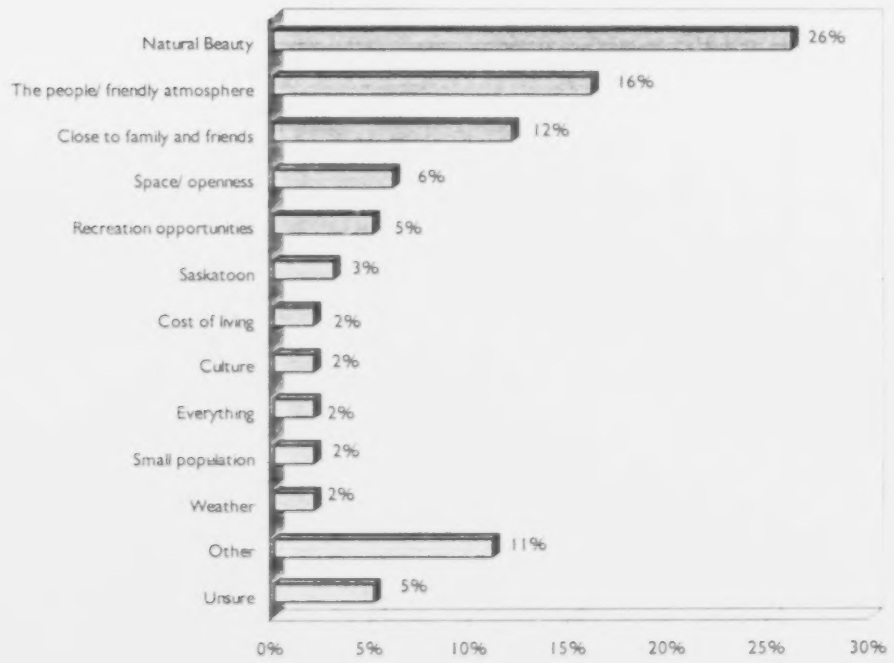
Question *What is the highest level of education that you completed?*



SECTION 3.0 NORTHERN SASKATCHEWAN

3.1 Residence History, Satisfaction and Intentions

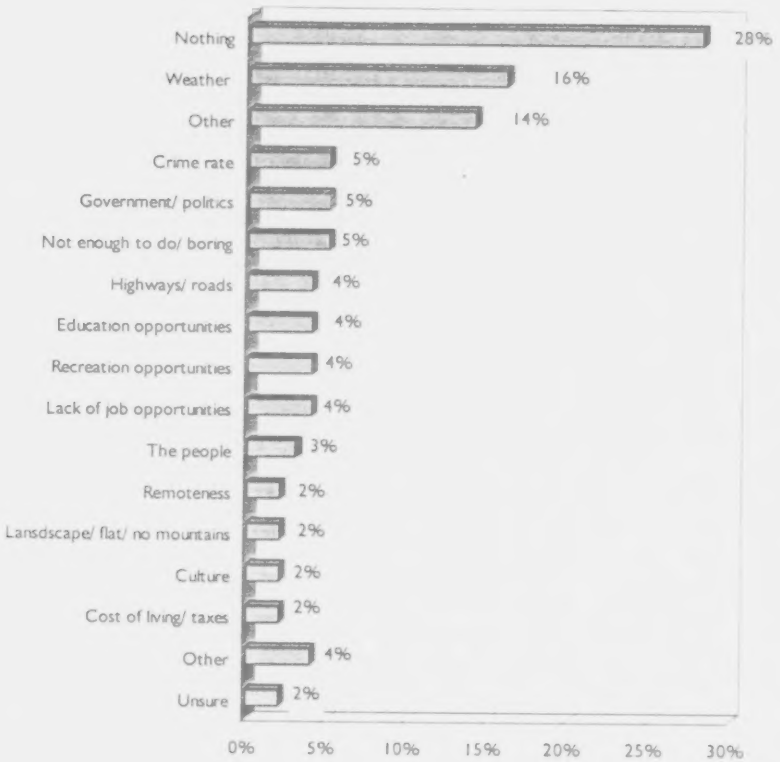
Question Please complete this sentence: The thing I like most about living in Saskatchewan is:



- When northern youth are asked what they like most about living in Saskatchewan, the five most common answers are: natural beauty (26%), the people/ friendly atmosphere (16%), close to family and friends (12%), the space/ openness (6%), and recreation opportunities (5%).

- By comparison, the top five answers for Saskatchewan general population youth are: the people/ friendly atmosphere (22%), natural beauty (16%), close to family and friends (11%), cost of living (10%), and space/ openness (7%).

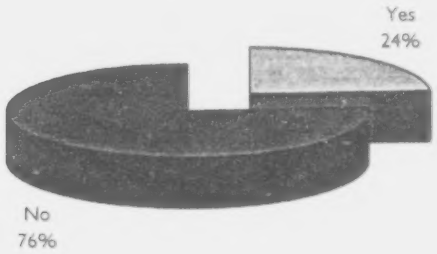
Question Please complete this sentence: The thing I like least about living in Saskatchewan is:



- Residents of both northern Saskatchewan and the rest of the province are most likely to mention the weather as the thing they like least about living in the province (16% north, 24% general population).

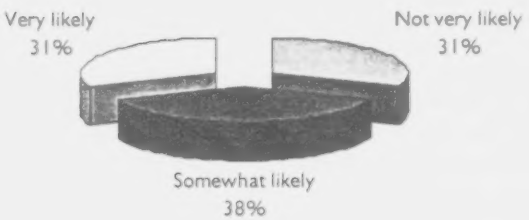
- Northern residents are far more likely to say there is nothing they like the least about living in the province (28%), compared to 9% in the general population.

Question Have you lived anywhere other than Saskatchewan in the last five years?



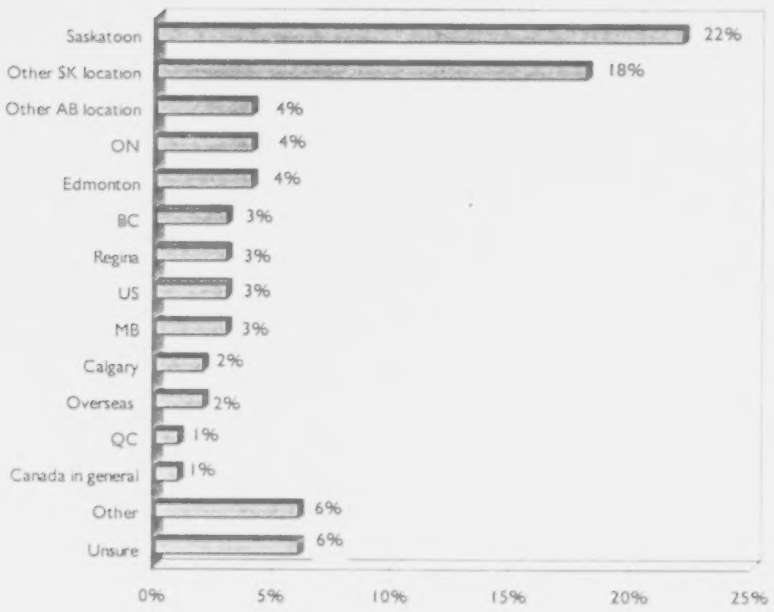
- Approximately one-quarter of both northern Saskatchewan youth (24%) and general population of Saskatchewan youth (24%) have lived outside the province in the past five years.

Question Within the next five years, how likely is it that you will move to a different city or town?



- Approximately 69% of northern youth say they are either somewhat likely, or very likely to move to a different city or town in the next five years. This is higher than the rate for the general population of Saskatchewan youth (65%).

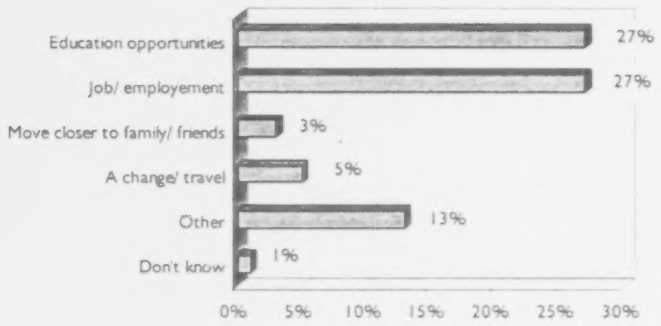
Question *Where do you think you might move? (Each respondent may have indicated more than one location.)*



- Northern youth are most likely to name Saskatchewan locations such as Saskatoon (22%), or another SK location (18%). The general population is more likely to name a location in Alberta (19%), or another destination outside the province.

3.2 Importance of Factors in Determining Where to Live

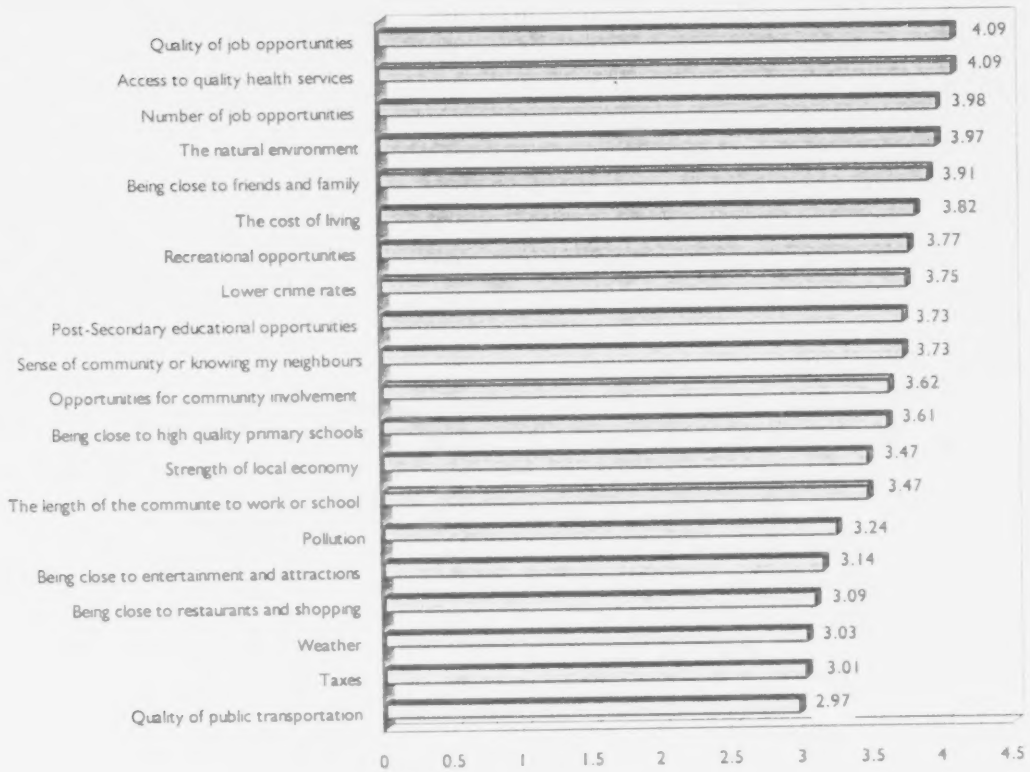
Question Why do you think you might move?



- Like general population youth, the most common reasons for moving given by northern youth are: job/ employment opportunities (27%) and education opportunities (27%).

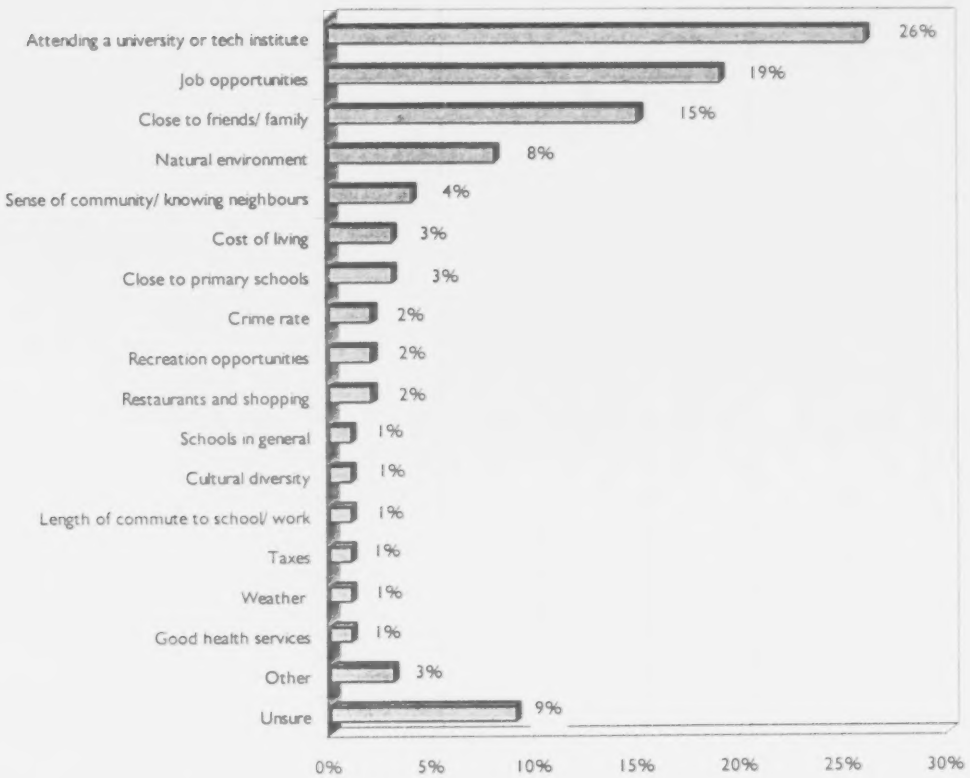
- By comparison, however; 27% of northern youth name education opportunities, while only 19% of the general population name education opportunities.

Question I'm going to list a number of factors that people often think about when choosing a community to live in. On a scale of 1 to 5, with 1 meaning not at all important and 5 meaning extremely important, please rate how important each of these factors are in choosing where you live. (*The following chart indicates the mean scores for each factor.)*


Quality of job opportunities 4.09
Access to quality health services 4.09
Number of job opportunities 3.98
The natural environment 3.97
Being close to friends and family 3.91
The cost of living 3.82
Recreational opportunities 3.77
Lower crime rates 3.75
Post-Secondary educational opportunities 3.73
Sense of community or knowing my neighbours 3.73
Opportunities for community involvement 3.62
Being close to high quality primary schools 3.61
Strength of local economy 3.47
The length of the commute to work or school 3.47
Pollution 3.24
Being close to entertainment and attractions 3.14
Being close to restaurants and shopping 3.09
Weather 3.03
Taxes 3.01
Quality of public transportation 2.97
0 0.5 1 1.5 2 2.5 3 3.5 4 4.5

- Youth in the north rate the importance of factors very similarly to those in the rest of the province.
- Northern and general population youth name the same six factors highest in terms of importance.

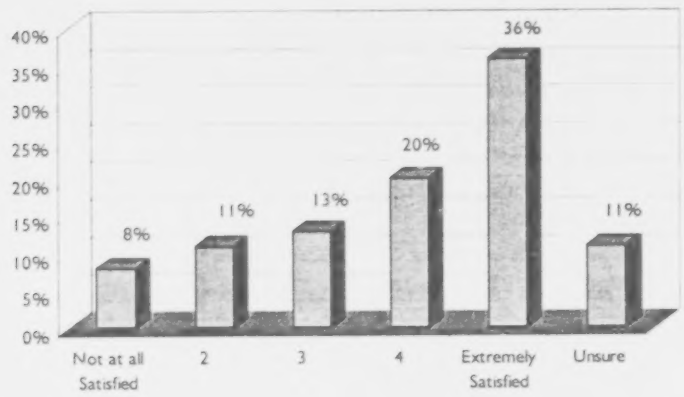
Question What is the single most important factor for you in choosing a place to live?



- For northern youth, attending a university or technical institute is by far the most important factor in choosing a place to live (26%). By comparison, only 14% of the general population lists this as the most important factor.

- Northern youth are less likely than the general youth population to name job opportunities as the most important factor (19% North : 33% general population).

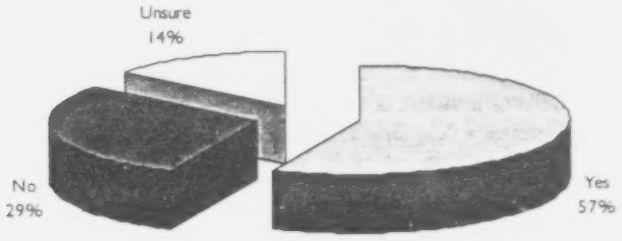
Question On a scale of 1 to 5 with 1 being not satisfied at all and 5 being extremely satisfied, how satisfied are you where you currently live with respect to [single most important factor]?



- Youth in northern Saskatchewan tend to be more satisfied with the single most important factor in choosing a place to live than the general population Saskatchewan youth.

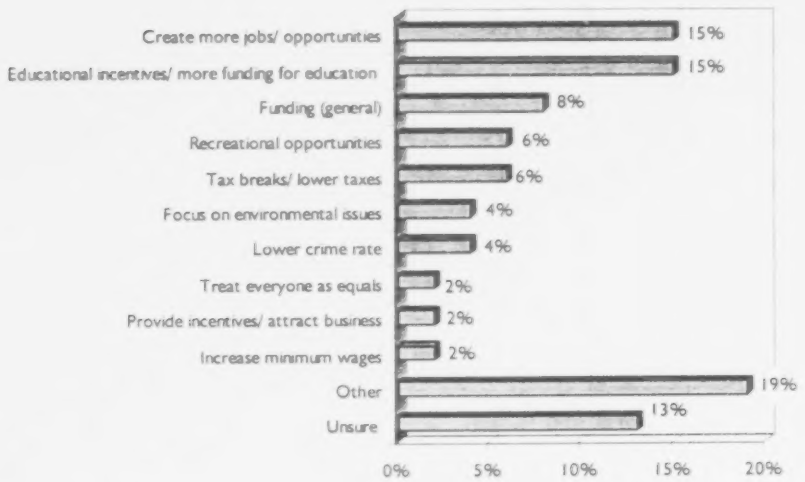
- The average rating for this question is 3.74 in the north and 3.51 in the general population.

Question Do you think the provincial government has a role in making [single most important factor] better?



- Northern youth are more likely than the general population of youth to think the provincial government has a role in making the factor better (57% in the north, compared to 47% in the general population).

Question What do you think the provincial government should do to make it better? *(Asked only of respondents who answered "yes" to the previous question)*

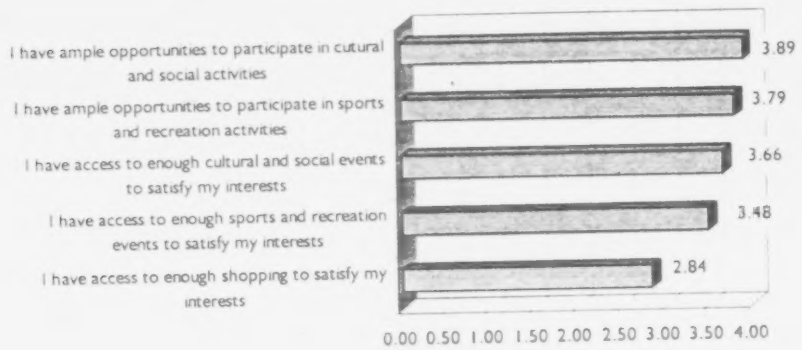


- When northern youth are asked what government can do to make the single most important factor better, they are most likely to say: create more jobs/ opportunities (15%), educational incentives/ more funding for education (15%), and improve funding in general (8%).

- By comparison, Saskatchewan youth are most likely to say: create more jobs/ opportunities (10%), tax breaks (9%), increase educational incentives (7%), provide incentives to attract business (7%), and lower tuition (6%).

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

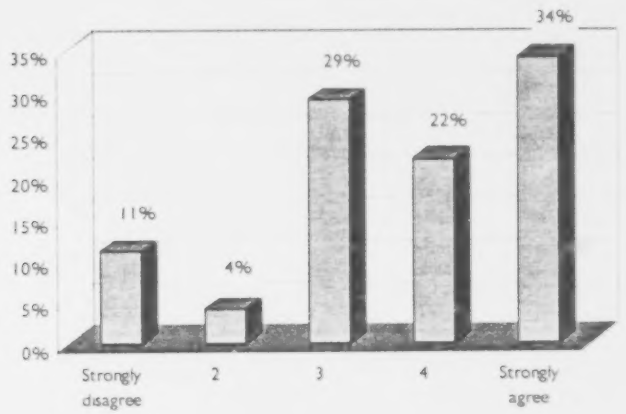
The following chart compares the mean responses for this question.


I have ample opportunities to participate in cutural and social activities
3.89
I have ample opportunities to participate in sports and recreation activities
3.79
I have access to enough cultural and social events to satisfy my interests
3.66
I have access to enough sports and recreation events to satisfy my interests
3.48
I have access to enough shopping to satisfy my interests
2.84
0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50 4.00

- Northern youth are relatively satisfied with each of the statements with the exception of access to shopping (2.84).

Question On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

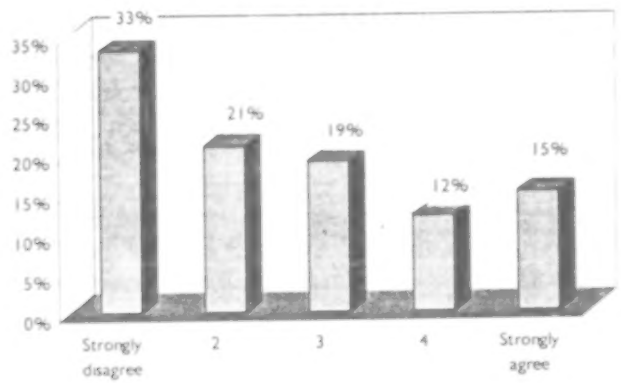
Statement 1: I know how to find information to get involved in and contribute to my community



- Similar to general population of Saskatchewan youth, over one-half of northern youth agree or strongly agree that they know how to get involved in and contribute to their community.

- The average northern response to this question is 3.66. The average Saskatchewan response is 3.54.

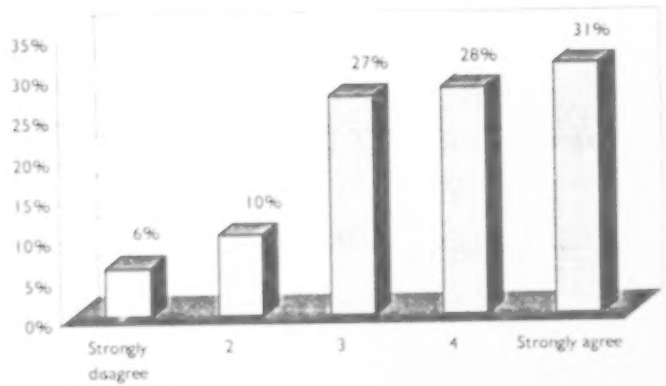
Statement 2: Government leaders would listen to my opinion.



- Like youth in the general population, approximately one-half of Saskatchewan youth disagree with the statement, "Government leaders would listen to my opinion" (54% north, 52% general population).

- The average response is 2.57 in the north and 2.50 in the general population.

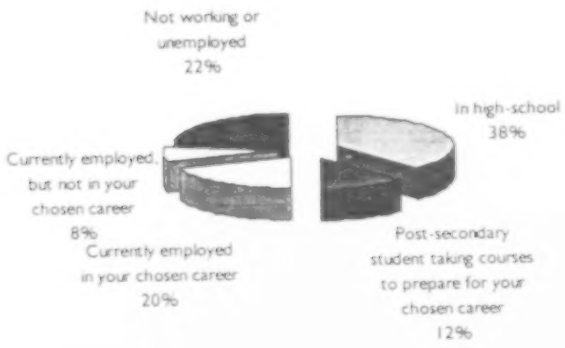
Statement 3: I would like to have more input in decisions that affect my community.



- When asked whether they would like to have more input in decisions that affect their community, northern youth would like to have more input than the general population. Northern youth give an average response of 3.68; general population youth give an average response of 3.51.

3.3 Job/ Career

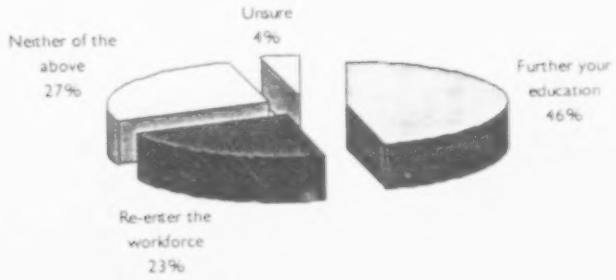
Question Which of the following options best describes your current situation? Are you:


Not working or unemployed 22%
In high-school 38%
Currently employed, but not in your chosen career 8%
Currently employed in your chosen career 20%
Post-secondary student taking courses to prepare for your chosen career 12%

- Approximately 38% of northern youth are in high-school, 22% are not working or are unemployed, while 20% are currently employed in their chosen career.

The following question was asked only of respondents who are not working or unemployed.

Question: In the next few years do you think you will:

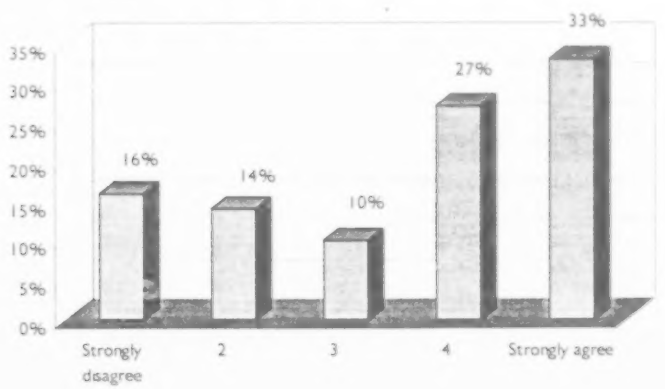


- Respondents who answered, "Further your education" were asked the following question and skipped the next one. Respondents who answered, "Re-enter the workforce" skipped the following question and were asked the next one. Respondents who answered, "Neither of the above "skipped the following two questions.

The following question was asked only of those respondents who are: in high school, taking post-secondary education, or those who are currently not working or in school, but intend to further their education in the next few years.

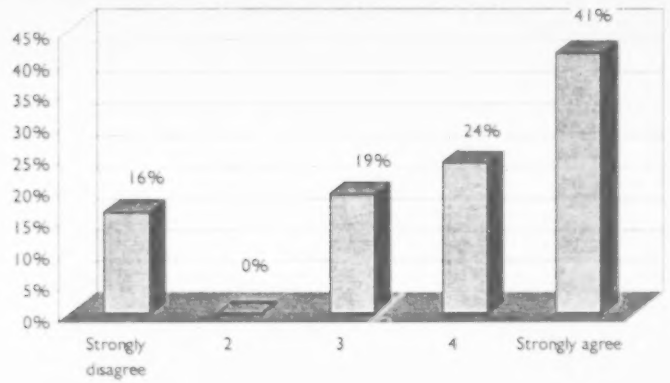
Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

Statement 1: I have access to enough information to make an informed decision about what career to pursue.



- General population youth are more likely to agree with this statement. The average response to this question is 3.48 in the north and 3.81 in the general population.

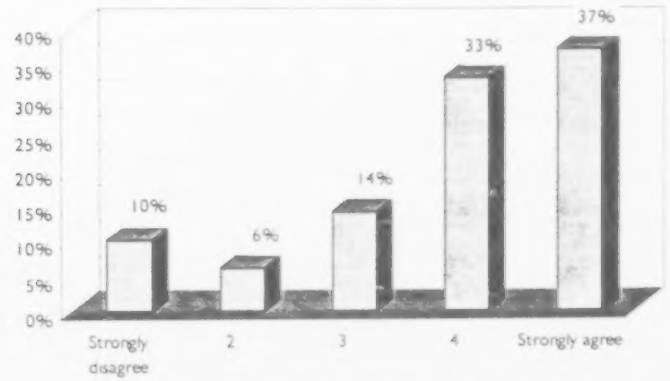
Statement 2: I can get the education I want in Saskatchewan.



- Northern youth are more likely to strongly disagree with this statement; 16% northern respondents strongly disagree, while only 6% of the general population strongly disagrees.

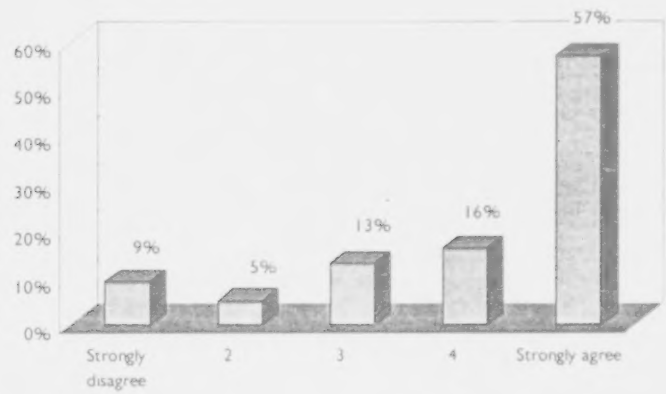
- The mean response for this question in the north is 3.75; the mean general population response is 3.81.

Statement 3: I believe there will be adequate opportunities for me to have a career in Saskatchewan.



- Northern youth are slightly more likely to be optimistic about career opportunities in Saskatchewan. The average northern response for this question is 4.75; average general population response is 3.67.

Statement 4: I would like to pursue my career in Saskatchewan.

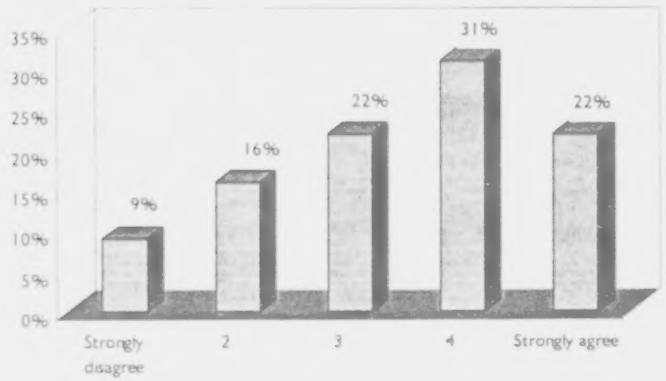


- Northern youth are more likely to want to pursue their career in Saskatchewan. The average northern response for this question is 4.06; average general population response is 3.67.

The following question was asked only of respondents who are currently employed, or who are currently not working, but plan to re-enter the workforce within the next few years:

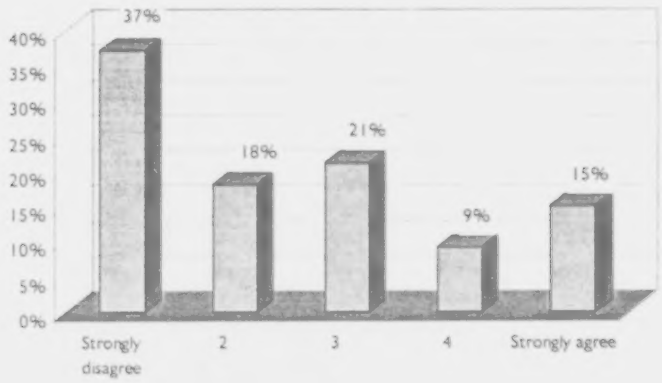
Question On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

Statement 1: There are enough jobs in Saskatchewan, but not enough career opportunities.



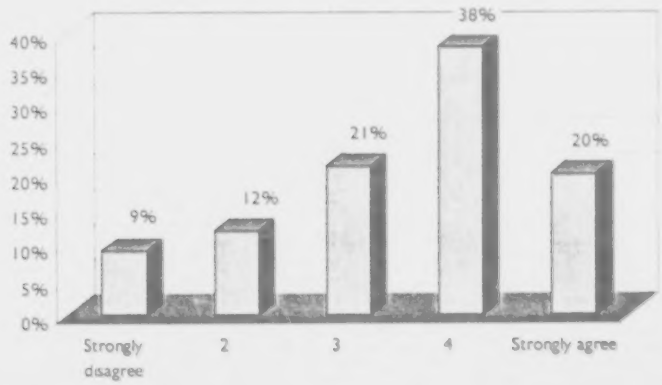
- Northern youth and youth in the general population have similar opinions on this statement. The average for both northern and general population respondents is 3.41.

Statement 2: I could achieve my career goals better if I moved away from Saskatchewan.



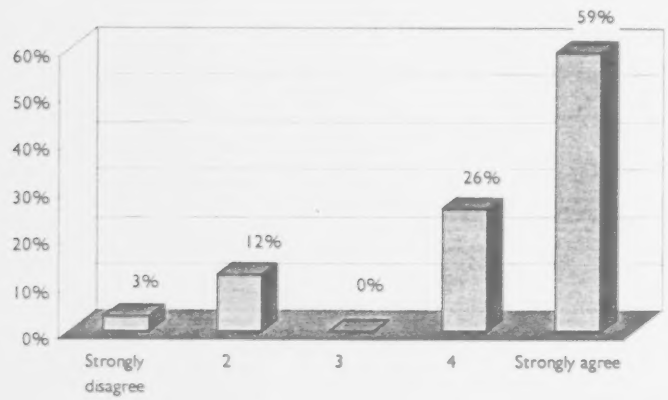
- Northern respondents are more likely to strongly disagree with this statement. Approximately 37% of northern youth strongly disagree; 18% of youth in the general population strongly disagree.

Statement 3: I can create my own growth opportunities in Saskatchewan.



- Northern youth are more likely to be optimistic about growth opportunities in Saskatchewan. The average northern score is 3.5; the average general population score is 3.31.

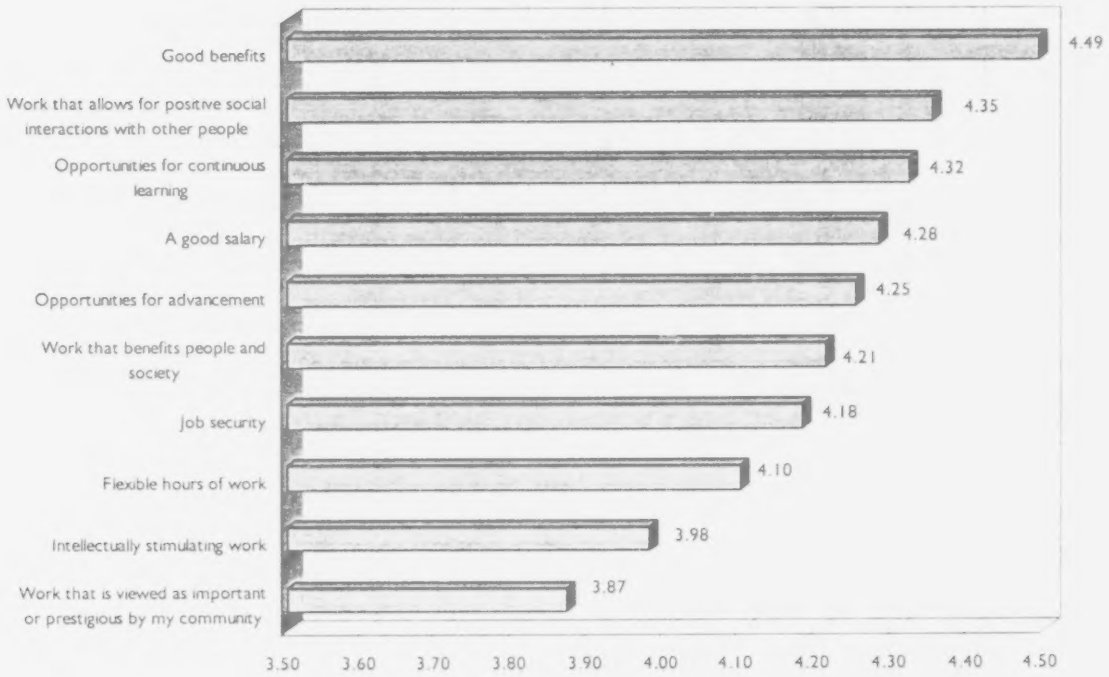
Statement 4: If all my career ambitions could be met in Saskatchewan I would never leave the Province.



- Like the rest of the youth population in Saskatchewan, northern youth would stay in the province if all their career ambitions could be met here. Average northern response is 4.2; average general population response is 4.2.

Question On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following factors in determining what makes a job good in the long-term:

The following chart demonstrates the mean scores for each factor.

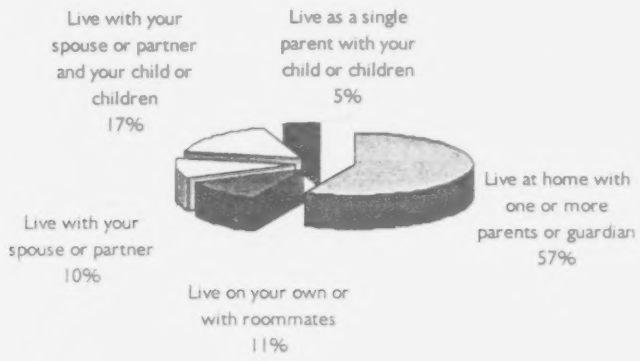


- Northern youth rate the following five factors as most important in a job: good benefits (4.49), work that allows for positive social interactions with other people (4.35), opportunities for continuous learning (4.32), opportunities for lifelong learning (4.32) and a good salary (4.28).

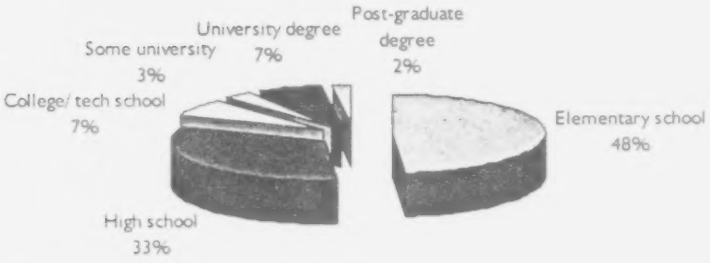
- By comparison, the five most important factors for Saskatchewan youth are: job security (4.46), good benefits (4.45), a good salary (4.44), opportunities for advancement (4.41), and opportunities for lifelong learning (4.30).

3.4 Demographics

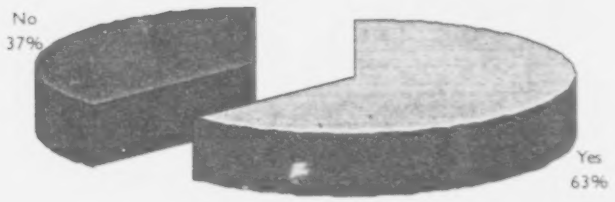
Question *How would you describe your current living situation? Do you:*


Live with your spouse or partner and your child or children 17%
Live as a single parent with your child or children 5%
Live at home with one or more parents or guardian 57%
Live with your spouse or partner 10%
Live on your own or with roommates 11%

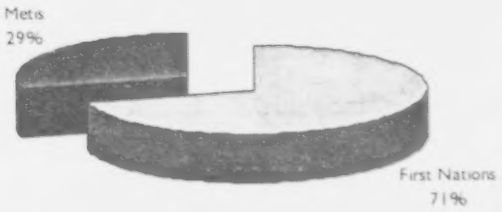
Question *What is the highest level of education that you completed?*



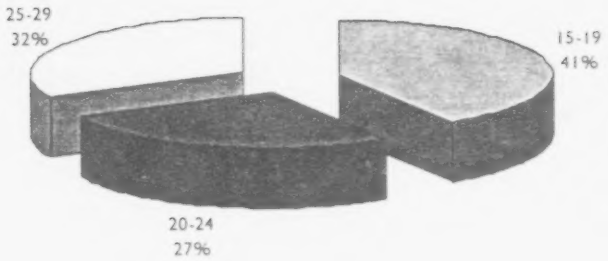
Question *Do you consider yourself to be of Aboriginal descent, such as First Nations, Metis or Inuit?*



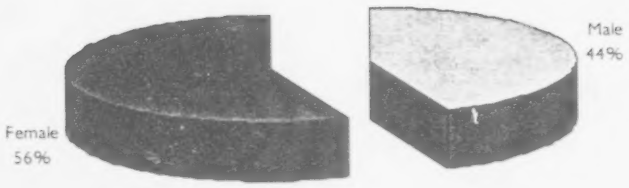
Question *Would you describe yourself as: (Asked only of respondents who said "yes" to the above question).*



Age



Gender



APPENDIX I – SURVEY INSTRUMENT – Saskatchewan Survey

Saskatchewan Culture, Youth and Recreation Quality of Life Survey

I. INTRODUCTION

Hi, my name is _____ and I'm conducting a survey with 15 to 29 year-olds on behalf of the Government of Saskatchewan's Department of Culture, Youth and Recreation. This is an opportunity for you to give the government feedback on how you feel about issues that are important to young people in our province.

1) Are you 15 to 29 years old?
   a) Yes (SKIP TO Q2)
   b) No (**May I please speak to someone in your household who is?**)

2) Everyone who completes the survey will be entered in a draw for $300. Would you like to complete the survey at this time?
   a) Yes (Thank you)
   b) No (SKIP TO Q3)

3) (If still no) If you're too busy now but you'd like to do the survey later, we can email the survey to you – you'll still be eligible for the draw. Would you like to complete the survey online?
   a) Yes (**What is your email address?** _____)
   c) No (Thank you for your time)

[If Yes] Thank you. Could you please tell me your age?

a) 15 b) 16 c) 17 d) 18 e) 19 f) 20 g) 21 h) 22 i) 23 j) 24 k) 25
l) 26 m) 27 n) 28 o) 29

[NONVERBAL – Respondent is: Male Female] – 50/50 SPLIT REQUIRED

II. RESIDENCE HISTORY AND INTENTIONS

1) Have you lived anywhere other than Saskatchewan in the last five years?

   a) Yes
   b) No (SKIP TO QUESTION 3)
   c) Unsure (SKIP TO QUESTION 3)

2) Please complete this sentence: The thing I like best about living in Saskatchewan is: (DO NOT READ)

a) Close to family and friends
b) The people/friendly atmosphere
c) Cost of living
d) Slower pace of life
e) Recreation opportunities
f) Education opportunities
g) Job/employment opportunities
h) Access to health care
i) Culture
j) Natural beauty
k) Weather
l) Quality of jobs
m) Other (PLEASE SPECIFY _____)

3) Please complete this sentence: the thing I like least about living in Saskatchewan is: (DO NOT READ)

a) Not enough to do/boring
b) Lack of job opportunities
c) Weather
d) Cost of living/taxes
e) Access to health care
f) The people
g) Recreation opportunities
h) Education opportunities
i) Access to health care
j) Culture
k) Friends/family live elsewhere
l) Quality of jobs
m) Other (PLEASE SPECIFY _____)

4) Within the next five years, how likely is it that you will move to a different city or town? Would you say it is:

a) Not very likely
b) Somewhat likely
c) Very likely
d) Don't know/unsure

5) Where do you think you might move? (SELECT ALL THAT APPLY, DO NOT READ)
a) Regina
b) Saskatoon
c) Other Saskatchewan location
d) Edmonton
e) Calgary

f) Other Alberta location
g) British Columbia
h) Manitoba
i) Ontario
j) Quebec
k) Atlantic Canada (Newfoundland, Nova Scotia, PEI, or New Brunswick)
l) Yukon/Northwest Territories/Nunavut
m) United States
n) Other (PLEASE SPECIFY)

III. IMPORTANCE OF FACTORS IN CHOOSING WHERE TO LIVE

6) Why do you think you might move? (RECORD ALL THAT APPLY)

a) Job/employment opportunities
b) Spouse's/partner's employment opportunities
c) Education opportunities
d) Move closer to family/friends
e) Move out of parents' home
f) Better tax rates
g) Cost of living
h) Want to move to larger centre
i) Want to move to a smaller centre
j) Recreation opportunities
k) Access to health care
l) More cultural activities
m) Other (PLEASE SPECIFY_____)

7) I'm going to list a number of factors that people often think about when choosing a community to live in. On a scale of 1 to 5, with 1 meaning *not at all important* and 5 meaning *extremely important*, please rate how important each of these factors are in choosing where you live. (READ AND ROTATE)

a) Being close to restaurants and shopping	1	2	3	4	5
b) Quality of public transportation	1	2	3	4	5
c) Being close to entertainment and attractions	1	2	3	4	5
d) Being close to friends or family	1	2	3	4	5
e) Recreation opportunities	1	2	3	4	5
f) Post-secondary education opportunities	1	2	3	4	5
g) Opportunities for community involvement	1	2	3	4	5
h) Access to quality health services	1	2	3	4	5
i) Being close to high quality primary schools	1	2	3	4	5
j) Strength of the local economy	1	2	3	4	5
k) Weather	1	2	3	4	5
l) Number of Job opportunities	1	2	3	4	5

m) A place with lower crime rates 1 2 3 4 5
n) Taxes 1 2 3 4 5
o) Pollution 1 2 3 4 5
p) The cost of living 1 2 3 4 5
q) Length of the commute to work or school 1 2 3 4 5
r) Quality of job opportunities 1 2 3 4 5
s) The natural environment, like lakes, mountains or prairie 1 2 3 4 5
t) Sense of community or knowing my neighbours 1 2 3 4 5
t) Does anything else come to mind that is important in making decisions about where to live? What is it? _____

8) What is the single most important factor for you in choosing a place to live? (READ PREVIOUS LIST ONLY IF NECESSARY)

a) Being close to restaurants and shopping
b) Quality of public transportation
c) Entertainment and attractions
d) Being close to friends or family
e) Recreation opportunities
f) Attending a university or technical institute
g) Opportunities to get involved in the community
h) Good health services
i) Good primary schools
j) Strength of the local economy
k) Weather
l) Job opportunities
m) A place with lower crime rates
n) Taxes
o) Pollution
p) The cost of living
q) The natural environment, like lakes, mountains or prairie
r) Length of time to commute to work
s) Sense of community or knowing my neighbours
t) Other (PLEASE SPECIFY_____)

9) On a scale of 1 to 5 with 1 being not satisfied at all and 5 being extremely satisfied, how satisfied are you where you currently live with respect to [single most important factor]?

1 2 3 4 5

10) Do you think the provincial government has a role in making [single most important factor] better?

a) Yes
b) No (SKIP TO QUESTION 12)
c) Don't know/unsure (SKIP TO QUESTION 12)

11) What do you think the provincial government should do to make it better?

a) RECORD VERBATIM RESPONSE_____
b) Don't know/unsure

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements? (READ AND ROTATE QUESTIONS 12-14)

12) I have access to enough cultural and social events to satisfy my interests.

13) I have access to enough sports and recreation events to satisfy my interests.

14) I have ample opportunities to participate in cultural and social activities.

15) I have ample opportunities to participate in sports and recreation activities.

16) I have access to enough shopping to satisfy my interests.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

17) I know how to find information to get involved and contribute to my community

18) Government leaders would listen to my opinion

19) I would like to have more input in decisions that affect my community

IV. JOB/CAREER

20) Which of the following options best describes your current situation? Are you:

a) Currently in high school (SKIP TO QUESTION 20)
b) A post-secondary student taking courses to prepare for your chosen career (SKIP TO QUESTION 20)
c) Currently employed in your chosen career (SKIP TO QUESTION 24)
d) Currently employed, but not in your chosen career (SKIP TO QUESTION 24)
e) Not working/unemployed (GO TO QUESTION 19)

21) In the next few years, do you think you will

a) Further your education (GO TO QUESTION 20)
b) Re-enter the workforce (SKIP TO QUESTION 24)
c) Don't know/unsure (SKIP TO QUESTION 28)

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

High school or post secondary students

22) I have access to enough information to make an informed decision about what career to pursue.

23) I can get the education I want in Saskatchewan.

24) I would like to pursue my career in Saskatchewan.

25) I believe there will be adequate opportunities for me to have a career in Saskatchewan (SKIP TO QUESTION 30)

Currently employed in chosen career OR underemployed

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

26) There are enough jobs in Saskatchewan but not enough career opportunities.

27) I could achieve my career goals better if I moved away from Saskatchewan.

28) I can create my own growth opportunities in Saskatchewan

29) If all my career ambitions could be met in Saskatchewan I would never leave the Province.

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following factors in determining what makes a job good in the long-term: (READ AND ROTATE)

30) Intellectually stimulating work
31) Opportunities for continuous learning
32) A good salary
33) Good benefits
34) Work that is viewed as important or prestigious by my community
35) Work that benefits people and society
36) Work that allows for positive social interaction with other people
37) Flexible hours of work
38) Opportunities for advancement
39) Job security

DEMOGRAPHICS

40) How would you describe your current living situation? Do you: (PLEASE READ AND RECORD ONLY ONE OPTION)

a) Live at home with one or more parents or a guardian
b) Live on your own or with roommates
c) Live with your spouse or partner
d) Live with your spouse or partner and your child or children
e) Live as a single parent with your child or children
f) Other (PLEASE SPECIFY)_____

33) What is the highest level of education that you completed? [READ CATEGORIES]

a) Elementary school
b) High school
c) College/technical School
d) Some University
e) University Degree
f) Post-Graduate Degree

34) Do you consider yourself to be of Aboriginal descent, such as First Nations, Metis or Inuit?

a) Yes
b) No (SKIP TO QUESTION 36)
c) Unsure (SKIP TO QUESTION 36)

35) Would you describe yourself as:

a) First Nations
b) Metis
c) Inuit
d) Don't know/unsure

36) Do you consider yourself to be a visible minority?

a) Yes b) No (SKIP TO QUESTION 36)

37) Which visible minority are you a part of? _____

That is the end of the survey, thank you for your input. To be entered into the draw prize for $300, I need your full name and phone number. Your answers are completely confidential and none of your answers will be traced back to your name. Would you like to provide your name and phone number?

Name_____ Phone #_____

APPENDIX II – SURVEY INSTRUMENT – Alberta Survey

Saskatchewan Culture, Youth and Recreation Quality of Life Survey

I. INTRODUCTION

Hi, my name is _____ and I'm conducting a survey with 15 to 29 year-olds on behalf of the Government of Saskatchewan's Department of Culture, Youth and Recreation, which is interested in comparing the opinions of young people in different provinces.

1) Are you 15 to 29 years old?
   a) Yes (SKIP TO Q2)
   b) No (May I please speak to someone in your household who is?)

2) Everyone who completes the survey will be entered in a draw for $300. Would you like to complete the survey at this time?
   a) Yes (Thank you)
   b) No (SKIP TO Q3)

3) (If still no) If you're too busy now but you'd like to do the survey later, we can email the survey to you – you'll still be eligible for the draw. Would you like to complete the survey online?
   a) Yes (What is your email address? _____)
   c) No (Thank you for your time)

[If Yes] Thank you. Could you please tell me your age?

a) 15 b) 16 c) 17 d) 18 e) 19 f) 20 g) 21 h) 22 i) 23 j) 24 k) 25
l) 26 m) 27 n) 28 o) 29

[NONVERBAL – Respondent is: Male Female] – 50/50 SPLIT REQUIRED

II. RESIDENCE HISTORY AND INTENTIONS

1) Have you lived anywhere other than Alberta in the last five years?

   a) Yes
   b) No (SKIP TO QUESTION 3)
   c) Unsure (SKIP TO QUESTION 3)

2) Please complete this sentence: The thing I like best about living in Alberta is: (DO NOT READ)

a) Close to family and friends
b) The people/friendly atmosphere
c) Cost of living
d) Slower pace of life
e) Recreation opportunities
f) Education opportunities
g) Job/employment opportunities
h) Access to health care
i) Culture
j) Natural beauty
k) Weather
l) Quality of jobs
m) Other (PLEASE SPECIFY _____)

3) Please complete this sentence: the thing I like least about living in Alberta is: (DO NOT READ)

a) Not enough to do/boring
b) Lack of job opportunities
c) Weather
d) Cost of living/taxes
e) Access to health care
f) The people
g) Recreation opportunities
h) Education opportunities
i) Access to health care
j) Culture
k) Friends/family live elsewhere
l) Quality of jobs
m) Other (PLEASE SPECIFY _____)

4) Within the next five years, how likely is it that you will move to a different city or town? Would you say it is:

a) Not very likely
b) Somewhat likely
c) Very likely
d) Don't know/unsure

5) Where do you think you might move? (SELECT ALL THAT APPLY, DO NOT READ)
a) Edmonton
b) Calgary
c) Fort McMurray
d) Other Alberta location
e) Saskatchewan

f) British Columbia
g) Manitoba
h) Ontario
i) Quebec
j) Atlantic Canada (Newfoundland, Nova Scotia, PEI, or New Brunswick)
k) Yukon/Northwest Territories/Nunavut
l) United States
m) Other (PLEASE SPECIFY)

III. IMPORTANCE OF FACTORS IN CHOOSING WHERE TO LIVE

6) Why do you think you might move? (RECORD ALL THAT APPLY)

a) Job/employment opportunities
b) Spouse's/partner's employment opportunities
c) Education opportunities
d) Move closer to family/friends
e) Move out of parents' home
f) Better tax rates
g) Cost of living
h) Want to move to larger centre
i) Want to move to a smaller centre
j) Recreation opportunities
k) Access to health care
l) More cultural activities
m) Other (PLEASE SPECIFY_____)

7) I'm going to list a number of factors that people often think about when choosing a community to live in. On a scale of 1 to 5, with 1 meaning *not at all important* and 5 meaning *extremely important*, please rate how important each of these factors are in choosing where you live. (READ AND ROTATE)

a) Being close to restaurants and shopping	1	2	3	4	5
b) Quality of public transportation	1	2	3	4	5
c) Being close to entertainment and attractions	1	2	3	4	5
d) Being close to friends or family	1	2	3	4	5
e) Recreation opportunities	1	2	3	4	5
f) Post-secondary education opportunities	1	2	3	4	5
g) Opportunities for community involvement	1	2	3	4	5
h) Access to quality health services	1	2	3	4	5
i) Being close to high quality primary schools	1	2	3	4	5
j) Strength of the local economy	1	2	3	4	5
k) Weather	1	2	3	4	5
l) Number of Job opportunities	1	2	3	4	5
m) A place with lower crime rates	1	2	3	4	5

n) Taxes 1 2 3 4 5
o) Pollution 1 2 3 4 5
p) The cost of living 1 2 3 4 5
q) Length of the commute to work or school 1 2 3 4 5
r) Quality of job opportunities 1 2 3 4 5
s) The natural environment, like lakes, mountains or prairie 1 2 3 4 5
t) Sense of community or knowing my neighbours 1 2 3 4 5
t) Does anything else come to mind that is important in making decisions about where to live? What is it? _____

8) What is the single most important factor for you in choosing a place to live? (READ PREVIOUS LIST ONLY IF NECESSARY)

a) Being close to restaurants and shopping
b) Quality of public transportation
c) Entertainment and attractions
d) Being close to friends or family
e) Recreation opportunities
f) Attending a university or technical institute
g) Opportunities to get involved in the community
h) Good health services
i) Good primary schools
j) Strength of the local economy
k) Weather
l) Job opportunities
m) A place with lower crime rates
n) Taxes
o) Pollution
p) The cost of living
q) The natural environment, like lakes, mountains or prairie
r) Length of time to commute to work
s) Sense of community or knowing my neighbours
t) Other (PLEASE SPECIFY_____)

9) On a scale of 1 to 5 with 1 being not satisfied at all and 5 being extremely satisfied, how satisfied are you where you currently live with respect to [single most important factor]?

1 2 3 4 5

10) Do you think the provincial government has a role in making [single most important factor] better?

a) Yes
b) No (SKIP TO QUESTION 12)
c) Don't know/unsure (SKIP TO QUESTION 12)

11) What do you think the provincial government should do to make it better?

a) RECORD VERBATIM RESPONSE_____
b) Don't know/unsure

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements? (READ AND ROTATE QUESTIONS 12-14)

12) I have access to enough cultural and social events to satisfy my interests.

13) I have access to enough sports and recreation events to satisfy my interests.

14) I have ample opportunities to participate in cultural and social activities.

15) I have ample opportunities to participate in sports and recreation activities.

16) I have access to enough shopping to satisfy my interests.

On a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements?

17) I know how to find information to get involved and contribute to my community

18) Government leaders would listen to my opinion

19) I would like to have more input in decisions that affect my community

IV. JOB/CAREER – What's important/what's your current situation/can you achieve your goals in Alberta?

20) Which of the following options best describes your current situation? Are you:

a) Currently in high school (SKIP TO QUESTION 20)
b) A post-secondary student taking courses to prepare for your chosen career (SKIP TO QUESTION 20)
c) Currently employed in your chosen career (SKIP TO QUESTION 24)
d) Currently employed, but not in your chosen career (SKIP TO QUESTION 24)
e) Not working/unemployed (GO TO QUESTION 19)

21) In the next few years, do you think you will

a) Further your education (GO TO QUESTION 20)
b) Re-enter the workforce (SKIP TO QUESTION 24)
c) Don't know/unsure (SKIP TO QUESTION 28)

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

High school or post secondary students

22) I have access to enough information to make an informed decision about what career to pursue.

23) I can get the education I want in Alberta.

24) I would like to pursue my career in Alberta.

25) I believe there will be adequate opportunities for me to have a career in Alberta (SKIP TO QUESTION 30)

Currently employed in chosen career OR underemployed

On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree with the following statements:

26) There are enough jobs in Alberta but not enough career opportunities.

27) I could achieve my career goals better if I moved away from Alberta.

28) I can create my own growth opportunities in Alberta

29) If all my career ambitions could be met in Alberta I would never leave the Province.

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important are each of the following factors in determining what makes a job good in the long-term: (READ AND ROTATE)

30) Intellectually stimulating work
31) Opportunities for continuous learning
32) A good salary
33) Good benefits
34) Work that is viewed as important or prestigious by my community
35) Work that benefits people and society
36) Work that allows for positive social interaction with other people
37) Flexible hours of work
38) Opportunities for advancement
39) Job security

DEMOGRAPHICS

40) How would you describe your current living situation? Do you: (PLEASE READ AND RECORD ONLY ONE OPTION)

a) Live at home with one or more parents or a guardian
b) Live on your own or with roommates
c) Live with your spouse or partner
d) Live with your spouse or partner and your child or children
e) Live as a single parent with your child or children
f) Other (PLEASE SPECIFY)_____

33) What is the highest level of education that you completed? [READ CATEGORIES]

a) Elementary school
b) High school
c) College/technical School
d) Some University
e) University Degree
f) Post-Graduate Degree

That is the end of the survey, thank you for your input. To be entered into the draw prize for $300, I need your full name and phone number. Your answers are completely confidential and none of your answers will be traced back to your name. Would you like to provide your name and phone number?
Name_____ Phone #_____

Department/Crown commissioning the work:

SaskPower

Date: December 2004

Supplier: Sigma Analytics
Regina

Cost: $5,650.00

Highlights

- Awareness among Saskatchewan residents of the Shand Greenhouse (41%) has grown dramatically, nearly doubling from the previous survey (22%) in September 2003.

- Major media are the primary sources of the public's information about the Shand Greenhouse. Newspapers are the main source (23%), followed closely by television (20%). Radio ranks third (10%).

- When asked about the main message they received about Shand, a majority (59%) is not able to identify a message.
    - About one-quarter (25%) identified something associated with the greenhouse and its goals – growing plants (15%), using waste heat (5%), or something friendly to the environment (4%).

- About a third (32%) of those aware of the Shand Greenhouse correctly identify the growing of "trees, shrubs, wildflowers, and grasses" as the specific greenhouse output.

- Among those aware of Shand Greenhouse, the proportion identifying the **specific** output of the greenhouse as the overall message they recall about Shand has increased from 22% to 26% since the last survey. There has been a modest growth in awareness of the specific function of the greenhouse as part of the uptake from the general messaging.

- When presented with five plausible options about SaskPower's overall goals for the operation of the Shand Greenhouse, nearly half (49%) of respondents correctly identified "to help sustain the environment".

- Saskatchewan people strongly endorse SaskPower's use of the Shand Greenhouse for larger environmental protection goals.
    - On a five-point scale (1="Very unimportant"; 5="Very important"), a majority (51%) of respondents feels it is "very important" for SaskPower to operate the program. In other words, there are more responses in this most positive category than among all the other categories combined.
    - Three-quarters (75%) are on the 'positive' side of the scale, compared to only 7% on the 'negative' side.
    - The mean response level (4.16) is exceptionally high.

Background

The purpose of the survey is to assess the level of awareness among the Saskatchewan public about the Shand Greenhouse operated by SaskPower. Since a survey was done in September 2003, the current poll will provide comparative data to track changes in public knowledge about the existence and function of the greenhouse.

Methodology

Computer-assisted telephone interviews were conducted December 9 and 10, 2004 of a random sample of Saskatchewan residents that was stratified by geographical regions to ensure adequate provincial coverage.

The 511 completions would yield a general margin of error of plus or minus 4.4% at the 95% confidence level.

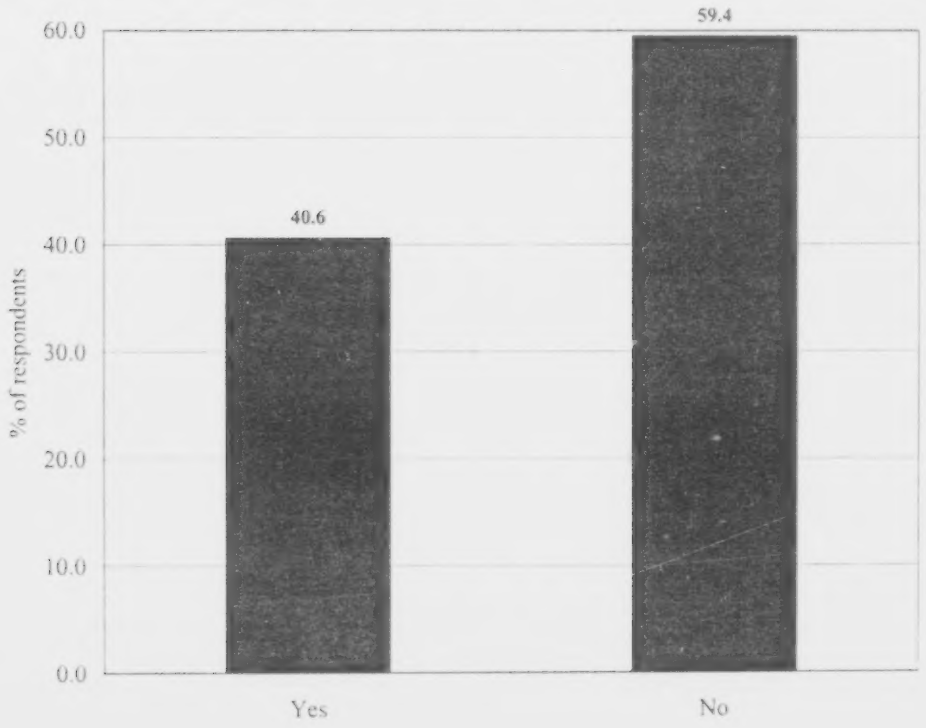
Only statistically significant demographic relationships are reported (at the 95% confidence level).

Survey Results

A1. Have you ever heard of SaskPower's Shand Greenhouse?

About two out of five Saskatchewan people (41%) have heard of SaskPower's Shand Greenhouse (chart below).

A1. Have you ever heard of SaskPower's Shand Greenhouse?

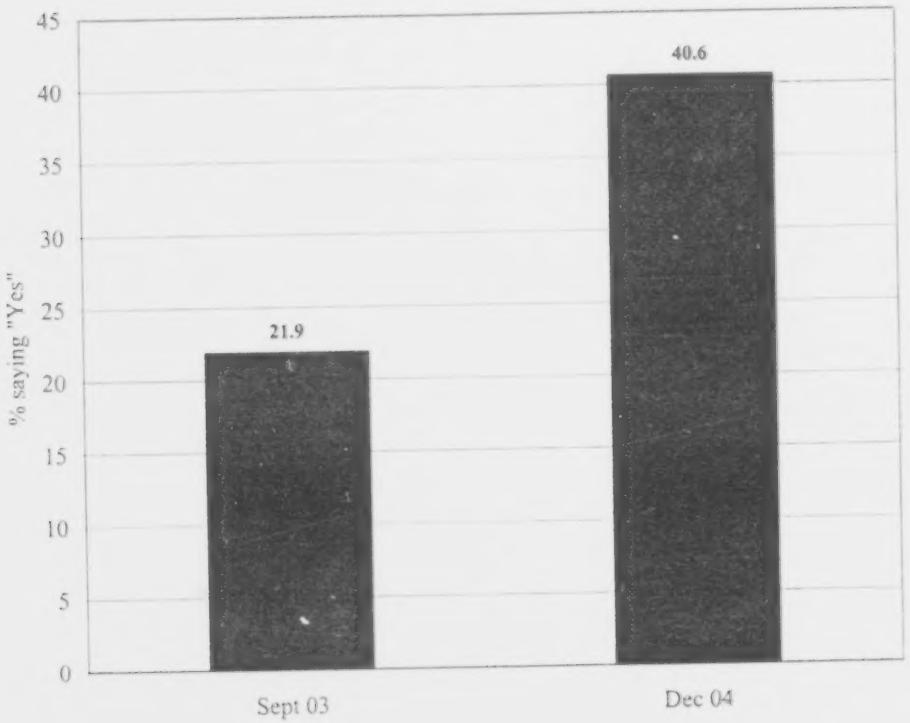


NOTE: Wording of the lead survey question was changed somewhat from the previous survey when it read: "In the last couple of years, have you read, seen or heard anything about SaskPower's Shand Greenhouse?"

Change Since September 2003

Awareness of the Shand Greenhouse has grown dramatically, nearly doubling from the previous survey in September 2003 (chart below).

A1. Have you ever heard of SaskPower's Shand Greenhouse?
Trend Line -- Sept 03 to Dec 04

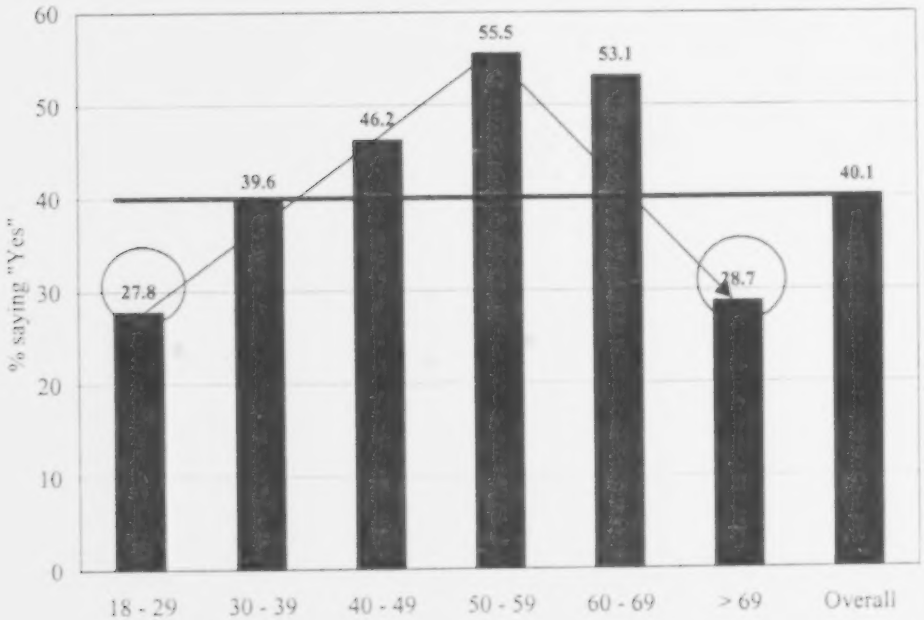


Age

Age has an effect on awareness of the Shand Greenhouse (chart below).

- The awareness level grows sharply from the youngest to those in the 50 – 59 age group, and then declines sharply.
- The level of awareness is substantially below the overall average among those in both the youngest and oldest age groups.

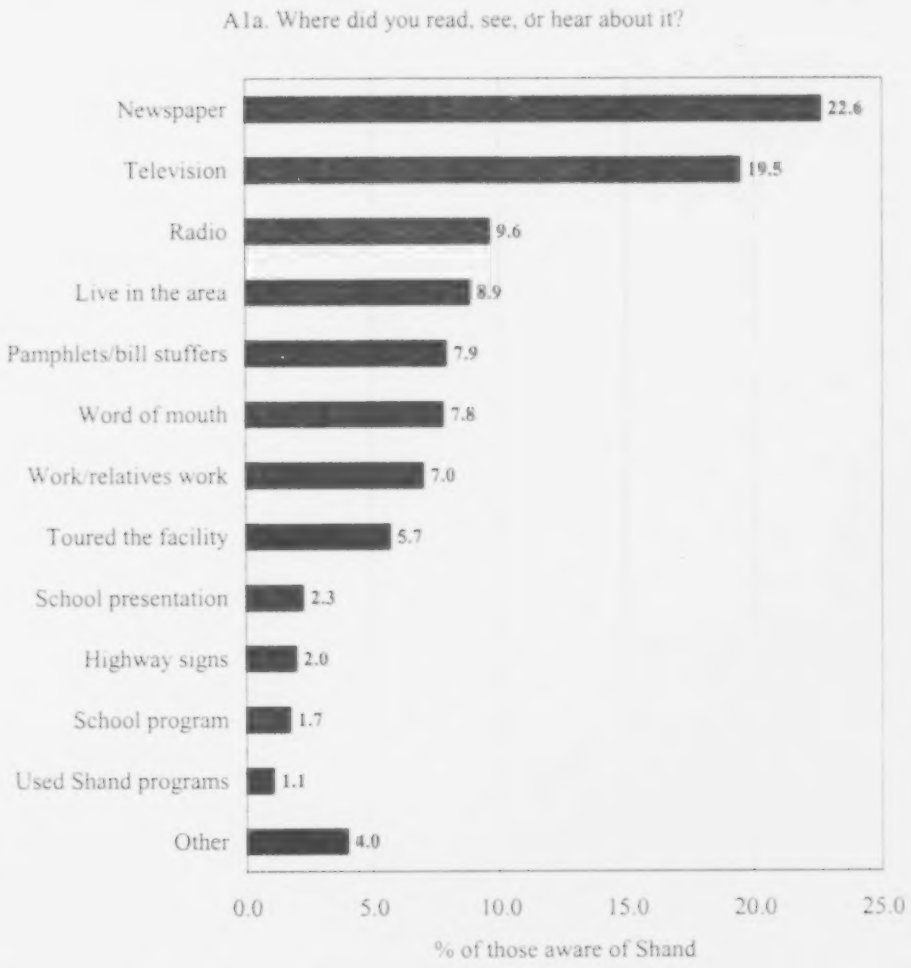
A1. Have you ever heard of SaskPower's Shand Greenhouse?
By Age (statistically significant)



A1a. Where did you read, see, or hear about it?

Sources of the public's information about the Shand Greenhouse are primarily among the major media (chart below).

- Newspapers are the primary source (23%), followed closely by television (20%). Radio ranks third (10%).



Change Since September 2003

Some changes have occurred since September 2003 in the information sources cited by respondents (chart below).

- The top ranking source – newspapers – shows a very large drop in reporting frequency (from 37% to 23%).

- This decline is offset primarily by increases in reported information sources that are related to person contact.
    - The percentage of those aware of Shand Greenhouse because they "live in the area" has nearly tripled since September 2003.
    - The proportion of respondents citing "word of mouth" has more than tripled.
    - "Work/relatives' work" has also shown a sharp increase.

- Notably, there is a substantial increase in the proportion of respondents that attributes their awareness directly to having toured the facility.

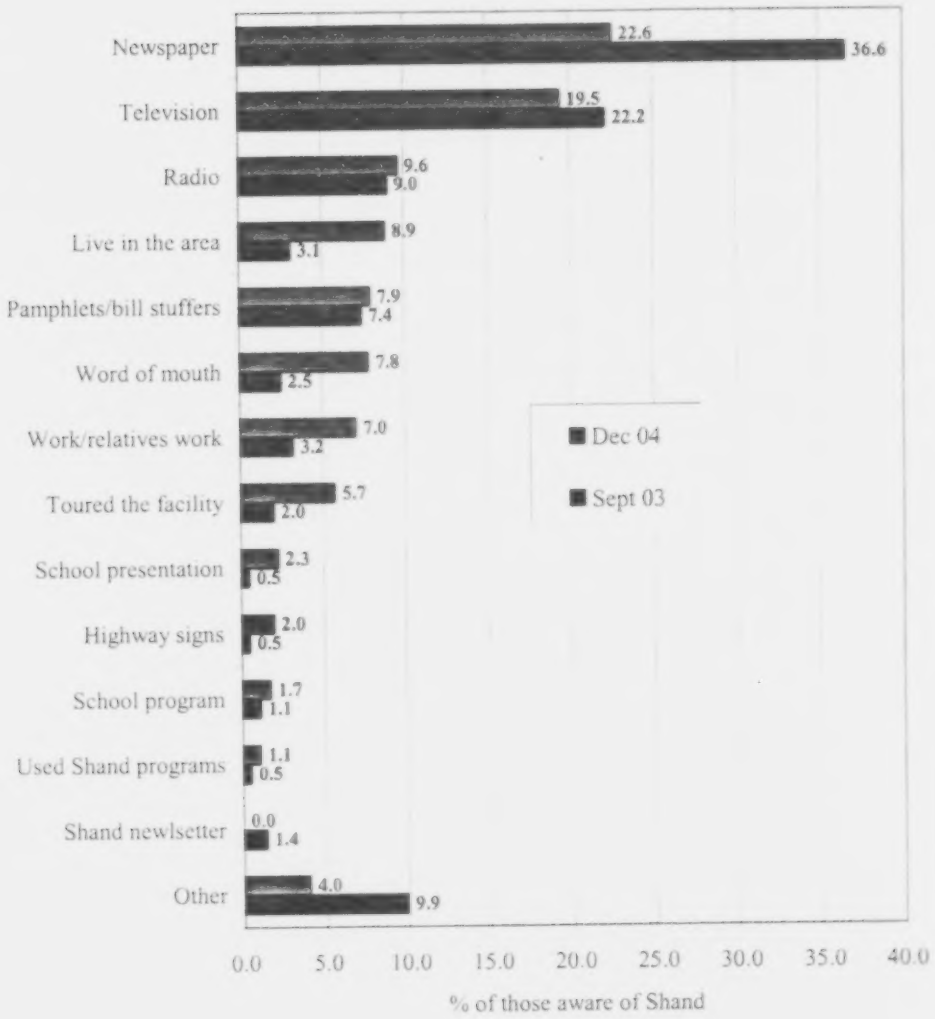
The change of wording in the first question (as noted for A1 above) may have had an impact on the information source response pattern and how it has changed since the last survey.

- The absence of the word "read" may have contributed to the sharp decline in reporting "newspapers" as the information source.
    - On the other hand, use of the word "read" in the first question of the previous survey may have artificially stimulated the response rate for "newspapers".

Note that the Shand Greenhouse was not promoted with television advertising. Yet, a substantial proportion (about 20%) of respondents identify it as their information source. This mistaken identification is likely a reflection of the ubiquitous nature of television as a source of both information and entertainment.

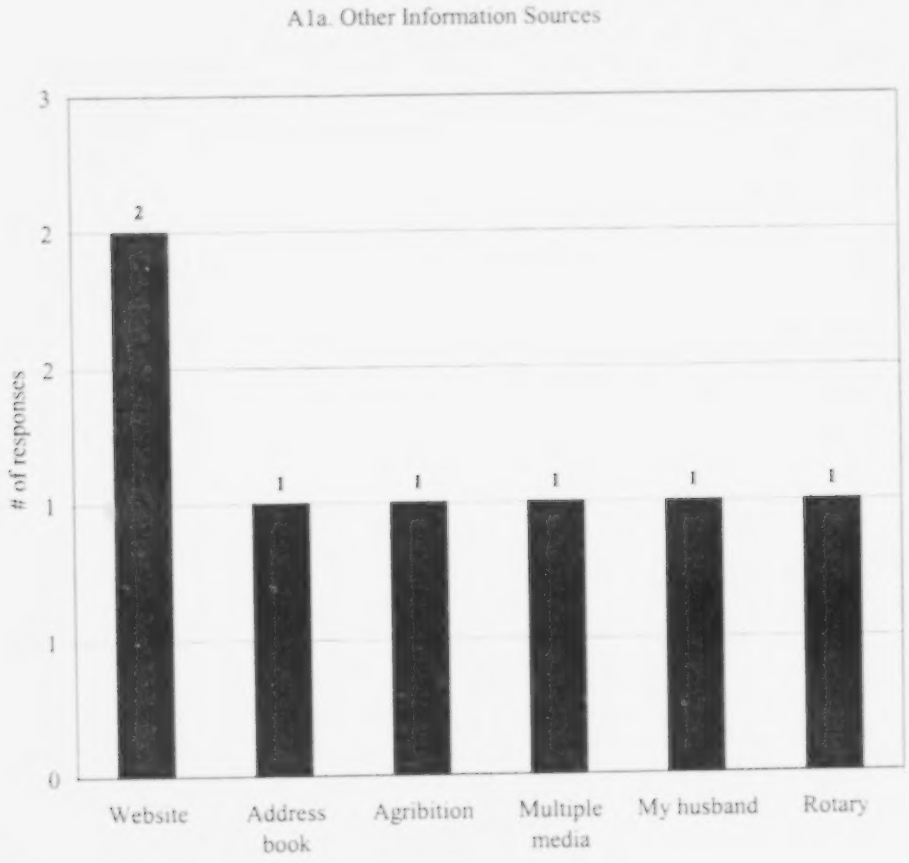
- This phenomenon is consistent with similar research into ad recall and program awareness in other sectors, where television is incorrectly reported as an information source, sometimes by even higher proportions of respondents, even though it was never part of the ad campaigns.

A1a. Where did you read, see, or hear about it?
Trend Line -- Sept 03 to Dec 04



A1a. Other Information Sources

Among the few other sources of information cited, the SaskPower website was most frequently mentioned (chart below). (Note the very small sample size.)



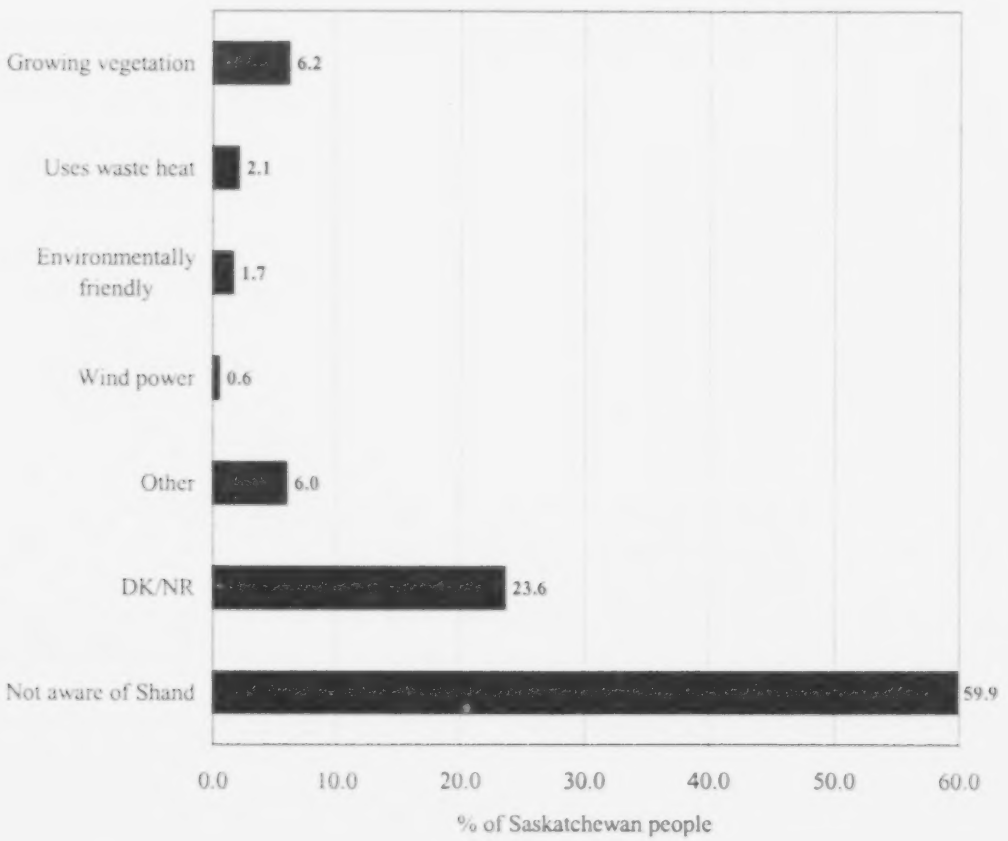
A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?

Among All Survey Respondents

Including those who are not aware of Shand Greenhouse provides a picture of the level of message recall among all Saskatchewan residents (chart below).

- A very large proportion (84%) of Saskatchewan people are either not aware of the greenhouse (60%) or could not recall the message (24%).
- About one-in-ten (11%) is able to identify a message that is associated with the greenhouse and its goals – growing plants (6%), using waste heat (2%), or something related to environmental protection (2%).

A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?



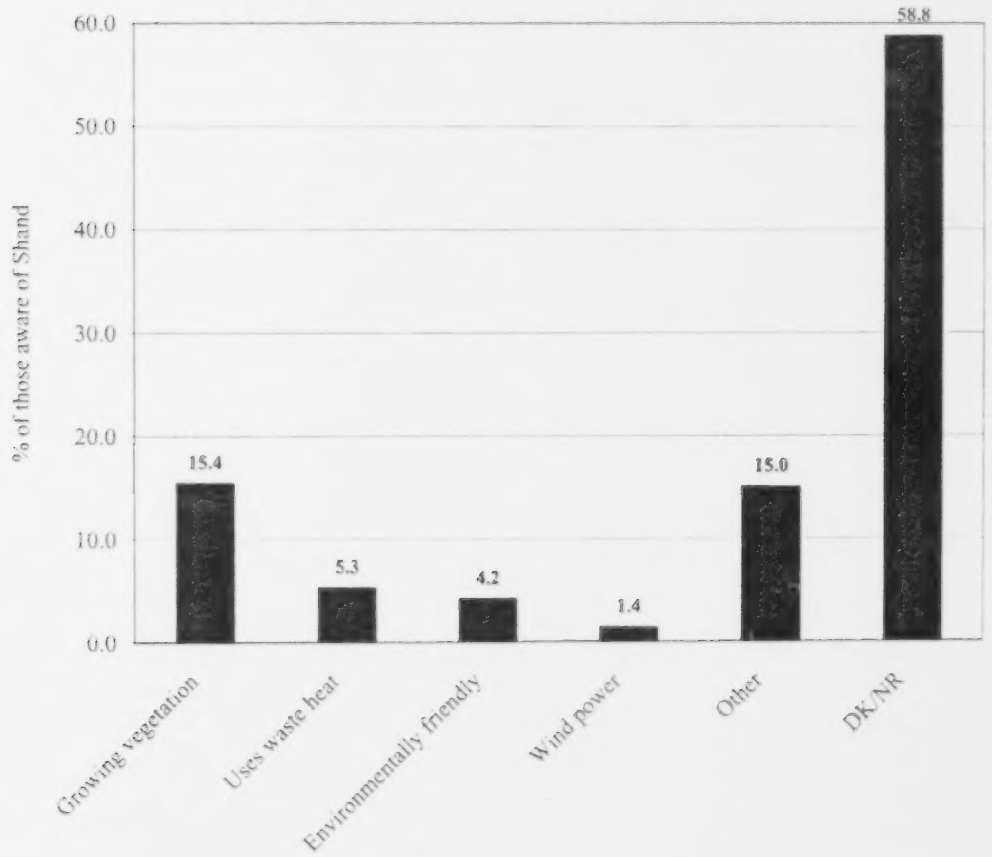
A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?

Among Respondents Aware of Shand

A majority (59%) of those aware of the greenhouse are not able to identify a message (chart below).

- At this level of analysis, about one-quarter (25%) identify something associated with the greenhouse and its goals – growing plants (15%), using waste heat (5%), or something friendly to the environment (4%).

A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?



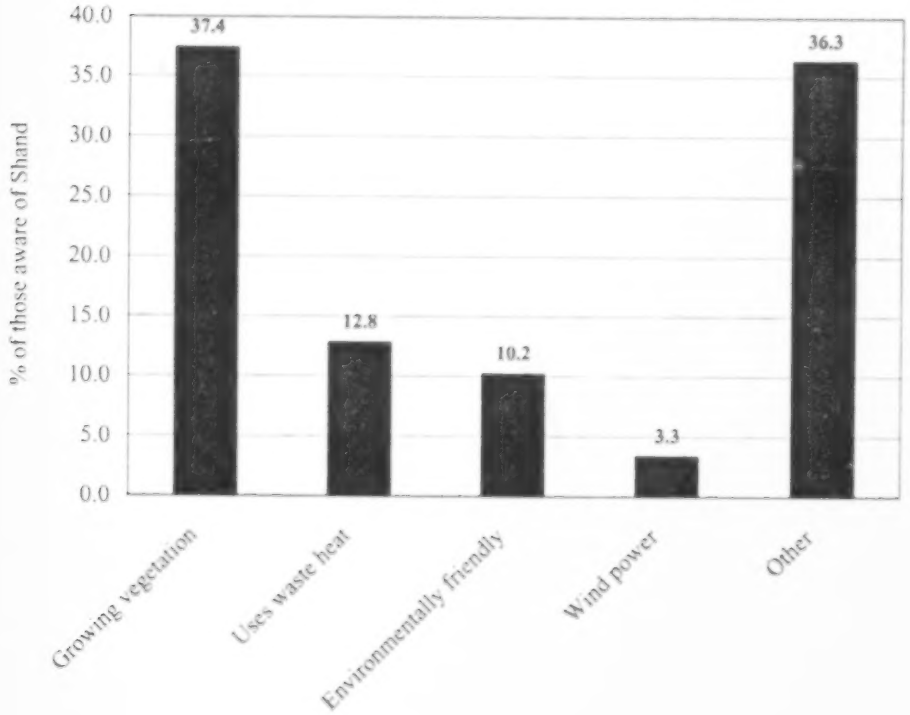
A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?

Among Respondents with Answers

Removing the "don't know" responses from the analysis provides for a breakdown of the actual responses (chart below) and an opportunity to compare results with the September 2003 survey (chart to follow).

- The message about the greenhouse most frequently identified by those with a response (37%) is the growing of vegetable material (chart below).
- The use of waste heat was also identified by a substantial proportion (13%) of respondents.
- One in ten (10%) mentioned a general, environmentally-friendly message.

A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?



Change Since September 2003 (those aware of Shand Greenhouse)

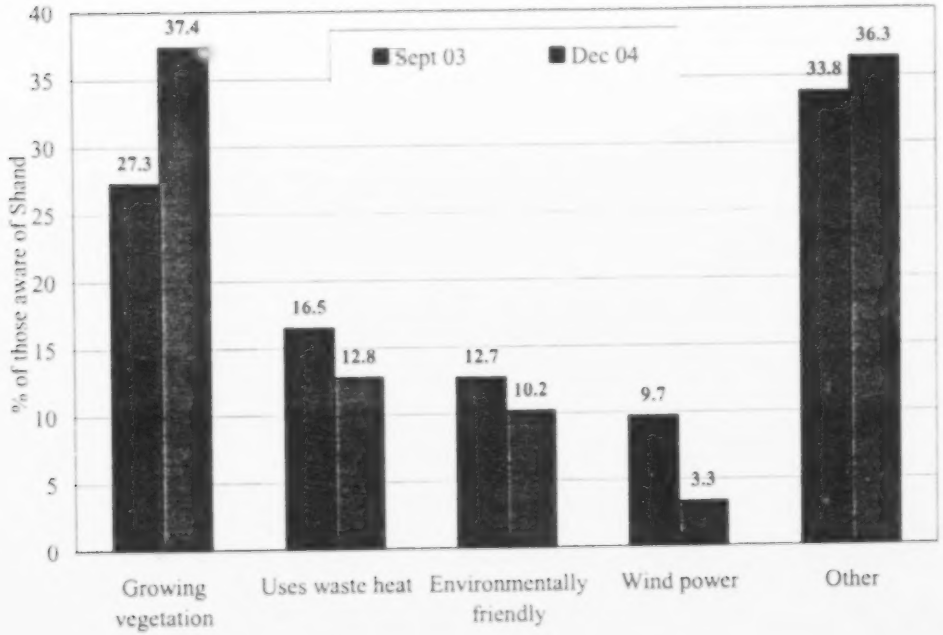
The chart below shows a change in the pattern of what message people got about the Shand Greenhouse. (In order to provide a direct comparison, data from the 2003 survey were recoded using the current coding scheme. As a result, response category percentages may differ slightly from the September 2003 survey report.)

- A much larger proportion (37%) of actual responses than in the previous survey (27%) is related to the growing of plants. Since the primary function of the greenhouse is the growing of specific plants – trees, shrubs, wildflowers, and grasses – **this increase is generally a positive trend, suggesting greater public awareness of its main operational focus**.

- The use of waste heat, while still identified by a significant proportion (13%), is down from September 2003 (17%).

- The (incorrect) reporting of wind power is down sharply from the previous survey.

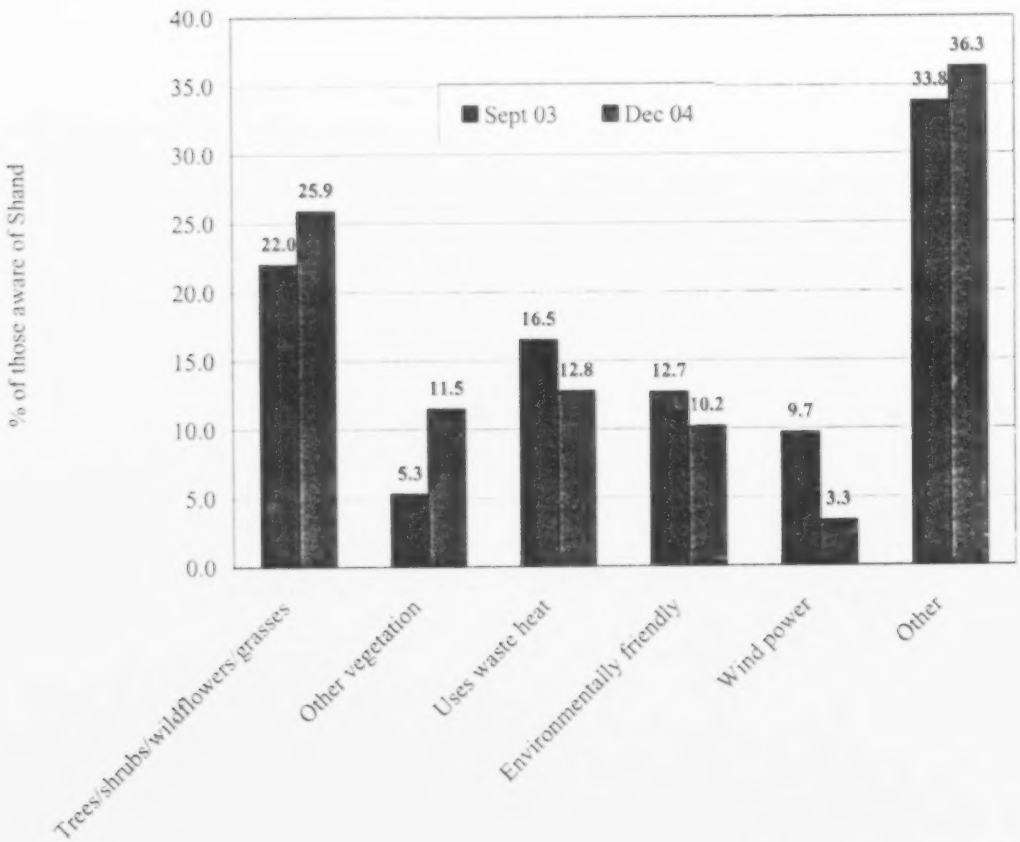
A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?
Trend Line -- Sept 03 to Dec 04



When the open-ended responses are coded to match the specific category of greenhouse output used at A2 – "trees, shrubs, wildflowers, grasses" – rather than including references to other types of vegetation (as above), a similar pattern emerges (chart below).

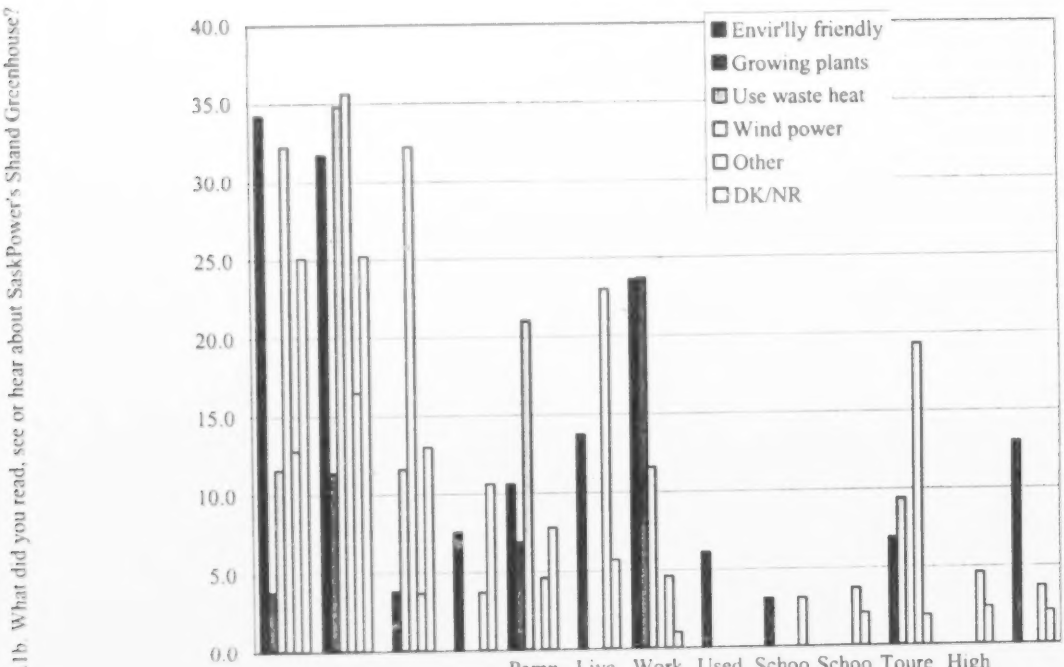
- The proportion of respondents identifying the **specific** output of the greenhouse as their message recall has increased from 22% to 26% since the last survey. There has been a modest growth in awareness of the specific function of the greenhouse as part of the uptake from the general messaging.

A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?
Trend Line -- September 03 to December 04



Message Recall by Information Source

Those respondents that mention specific greenhouse activities – growing plants and using waste heat – as their general message recall come from a diverse range of information sources about Shand's existence (chart below). The same is true of those who could not recall a message – they represent nearly every information source for knowing about Shand.



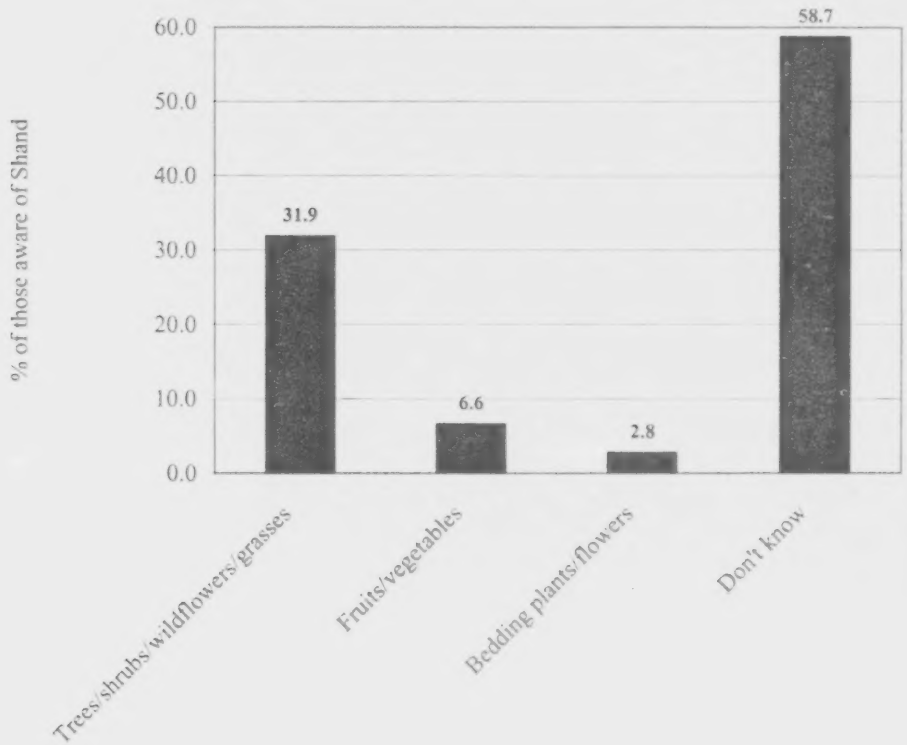
	TV	Paper	Radio	Mouth	Pamphlets/ bill	Live in area	Work/relatives	Used Shand progr	School presc	School progr	Toured Shand	Highway signs	Other
Envir'lly friendly	34.2	31.7			10.6		23.6						
Growing plants	3.8	11.4	3.8	7.6	6.9	13.7	23.7	6.1	3.1		6.9		13.0
Use waste heat	11.6	34.8	11.6		21.0		11.6				9.4		
Wind power	32.2	35.6	32.2										
Other	12.8	16.5	3.7	3.7	4.6	23.0	4.6			3.7	19.3	4.6	3.7
DK/NR	25.1	25.2	13.0	10.6	7.8	5.7	1.0		3.1	2.1	1.9	2.4	2.1

A1a. Where did you read, see, or hear about it?

A2. Do you know what is produced at SaskPower's Shand Greenhouse?

The chart below shows that about a third (32%) of those aware of the Shand Greenhouse correctly identify the growing of "trees, shrubs, wildflowers, and grasses" as the specific greenhouse output. (It should be noted that the three response options shown in the chart below were **not** read to respondents.)

A2. Do you know what is produced at SaskPower's Shand Greenhouse?

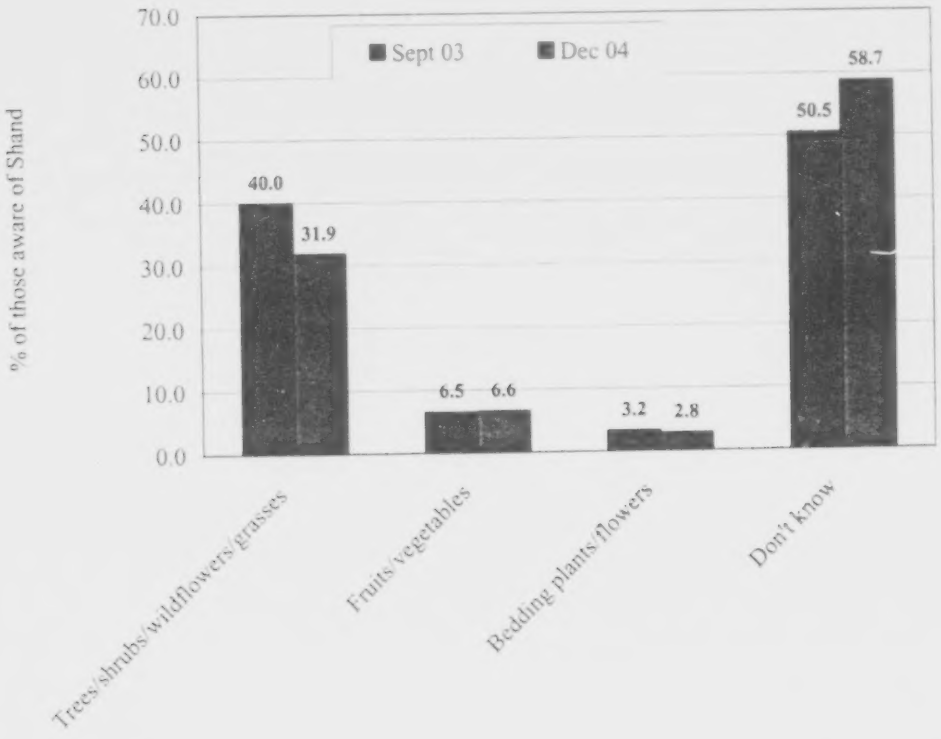


Change Since September 2003

The "correct" response level (8% for trees/shrubs/wildflowers/grasses) has declined since September 2003 (chart below). Correspondingly, the proportion of "don't know" responses has increased to 8%.

- The change is likely a result of the interview technique used in the current survey whereby the list of responses was not read, in contrast to the previous survey.
- Less than half (41%) mentioned **any** type of vegetation, i.e. any of the three response categories.

A2. Do you know what is produced at SaskPower's Shand Greenhouse?
Trend Line -- Sept 03 to Dec 04



Knowledge of Specific Products vs. Recall of General Messaging

It is encouraging that a substantial proportion of respondents mentioned the **specific** output of the greenhouse when asked about the general message they got when becoming aware of Shand.

- Recall that more than a quarter (26%) identified specific greenhouse products grown as the general message they got. A larger proportion (32%) correctly identified the specific output from the greenhouse when asked, unprompted, at the specific question (A2).

- A similar perspective can be gained from lumping together all types of vegetation at A1b (37%) and combining the three response categories at A2 (41%). Output-specific responses are in greater proportion at the specific question than at the general one.

While the rise in awareness of the Shand Greenhouse function is a positive research finding, there appears to be considerable room for continued promotion of its particular function.

- Despite the fact that awareness of Shand Greenhouse has nearly doubled (from 22% to 41%) since the last survey, exact knowledge of its production has only grown modestly (from 26% to 32%).

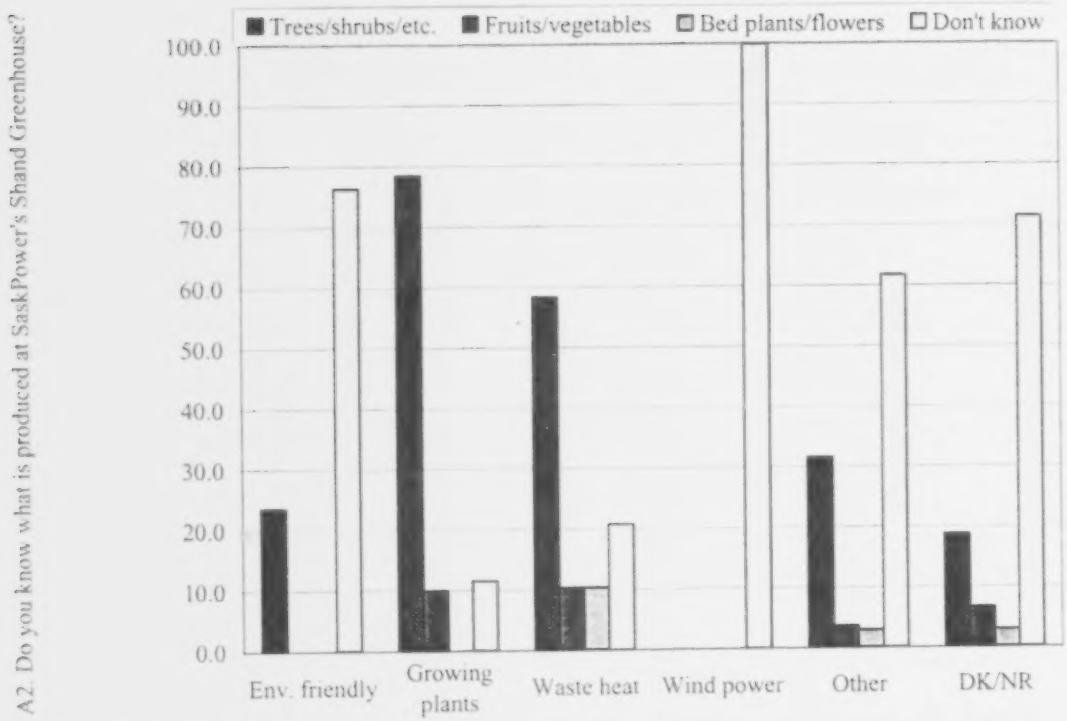
- A surprisingly large proportion (59%) of those aware of Shand were not able to identify what the greenhouse specifically produces when they were asked directly at A2.

- Moreover, it would be reasonable to expect that more respondents, especially those in the "environmentally friendly" and "wind power" groups at A1b, would have been able, even unprompted, to identify "trees, shrubs, wildflowers, grasses" (or, for that matter, one of the other two "incorrect" categories) at A2.

    - The chart below shows that the ability to correctly identify the specific output from the greenhouse at A2 is focused among respondents who **originally identified its key functions** – growing plants and using waste heat – as the message they got from Shand promotion.

    - Very few of those who got an "environmentally friendly" vibe from Shand messaging (including "wind power" respondents) were able to identify the specific greenhouse products.

There may be some evidence here to suggest that the most effective general messaging about Shand occurs around public uptake of its specific functions.



	Env. friendly	Growing plants	Waste heat	Wind power	Other	DK/NR
Trees/shrubs/etc.	23.6	78.5	58.4	0.0	31.6	18.8
Fruits/vegetables	0.0	10.0	10.4	0.0	3.7	6.7
Bed plants/flowers	0.0	0.0	10.4	0.0	3.0	3.0
Don't know	76.4	11.5	20.8	100.0	61.7	71.4

A1b. What did you read, see or hear about SaskPower's Shand Greenhouse?

Considering the discussion above in light of the over-arching goal of having the Shand Greenhouse contribute to environmental sustainability, the question may arise: "What difference does it make if people know what specific products are produced at the greenhouse?"

- It is likely more important that Saskatchewan people receive the general messaging about environmental protection as a result of the operation of the greenhouse. The increase (from 27% to 37%) in identifying the growing of plants at A1b is a very positive research finding. However, the environment tends to be 'soft' public issue – **sustaining** public awareness and interest may be difficult.

- In fact, it is difficult to imagine that public retention of the general goals surrounding the operation of the greenhouse would be possible without an increase in knowledge about its specific function. Indeed, it may be that achieving and **retaining** a higher awareness level of Shand Greenhouse among Saskatchewan people may require greater uptake of its key practical features – propagating plants that end up growing throughout the province and using 'waste' heat in the process.

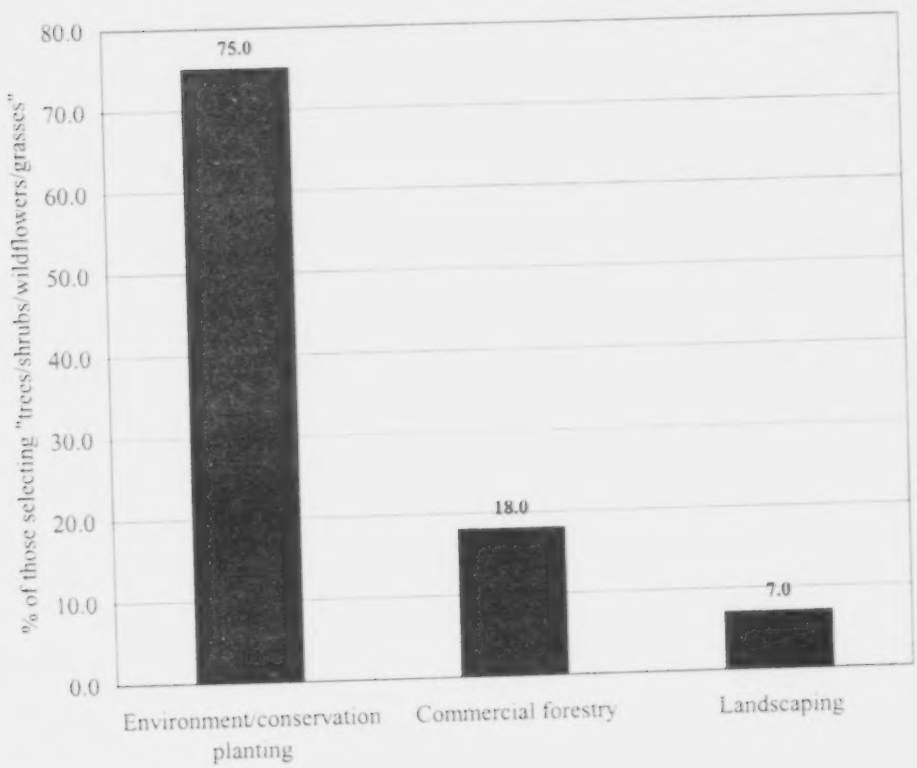
An important question is whether generating greater awareness of the specific aspects of the greenhouse operation could help drive the promotion of the general goals of environmental protection. There may be a particular opportunity to focus on SaskPower's **practical** efforts to "help sustain the environment", a notion that can otherwise be both abstract and variable within public opinion.

Using waste heat to propagate plants that control erosion and consume carbon dioxide is a very **real** way to help sustain the environment. Planting trees is a very tangible way for people to participate in local environmental protection, contribute to larger global efforts, and make the connection between the two. Advancing the practical aspects may not only increase awareness, it may also stimulate Saskatchewan people to begin taking ownership of, and pride in, the Shand Greenhouse effort.

A2a. What is the main use for these plants? Is it …

Among the choices read to respondents who identified trees/shrubs/wildflowers/grasses as the greenhouse output, a very large proportion (75%) chose "environment/conservation planting" as the main use for the plants grown at Shand Greenhouse (chart below).

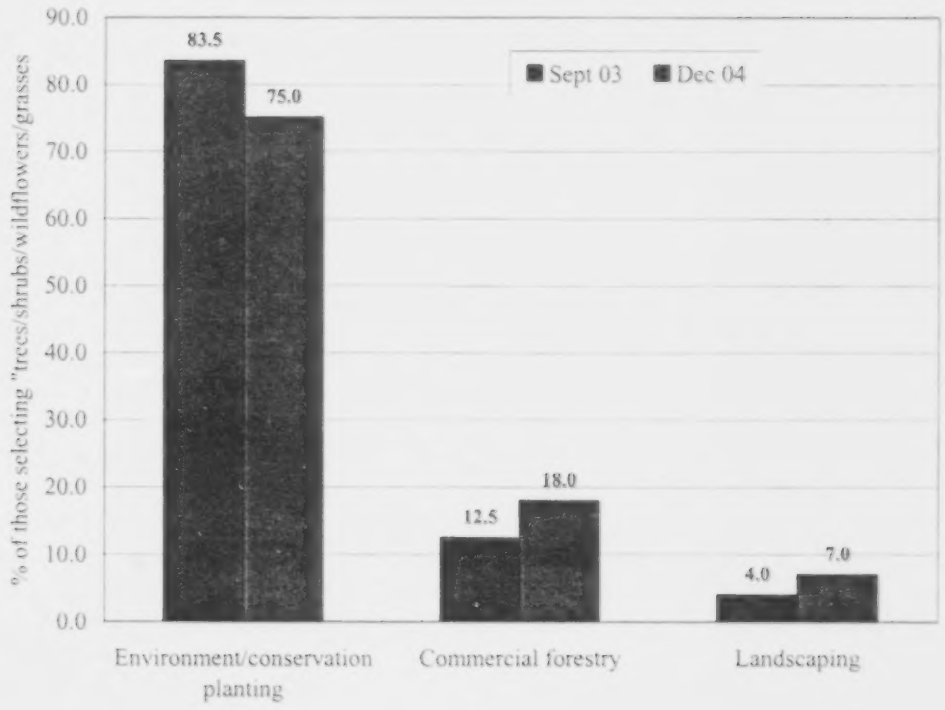
A2a. What is the main use for these plants? Is it …



Change Since September 2003

The chart below shows that correctly selecting "environmental/conservation planting" (75%) has declined somewhat since the last survey (84%).

A2a. What is the main use for these plants? Is it …
Trend Line -- Sept 03 to Dec 04

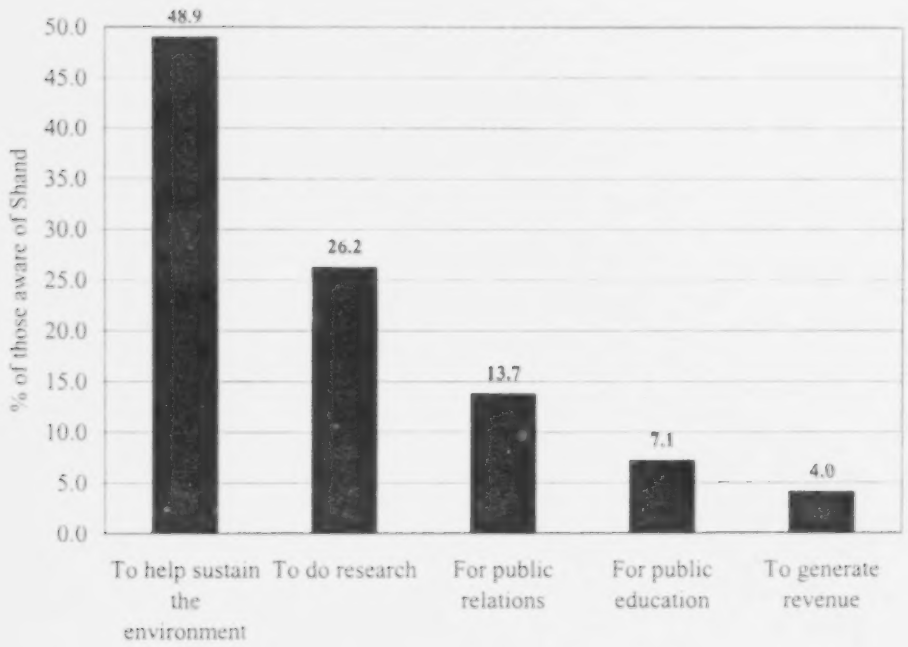


A3. Of the following, which do you think is the primary reason that SaskPower operates Shand Greenhouse? Is it …

In relation to SaskPower's overall goals for the operation of the Shand Greenhouse, nearly half (49%) of respondents correctly identified "to help sustain the environment" when presented with the five options noted in the chart below.

- While this may not seem like a high percentage, it is noteworthy that the other options that respondents heard are all plausible explanations for running the greenhouse. The environmentally-friendly character of the greenhouse operation stands out.

A3. Of the following, which do you think is the primary reason that SaskPower operates Shand Greenhouse? Is it …

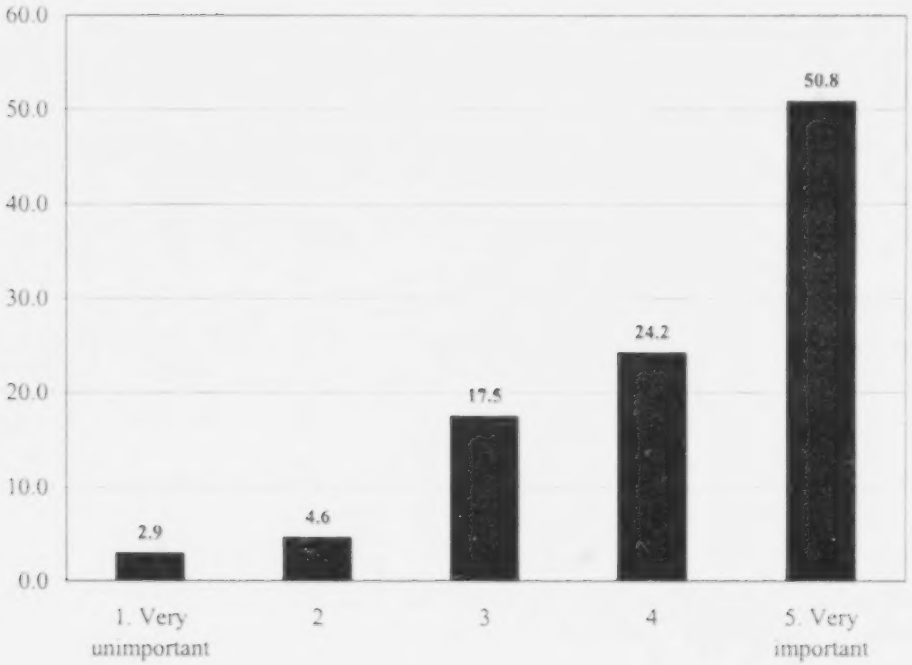


A4. The main goal of the SaskPower Shand Greenhouse is to help protect the environment. Using a 1 to 5 scale where 1 is "Very unimportant" and 5 is "Very important", how important is this program for SaskPower?

Saskatchewan people strongly endorse SaskPower's use of the Shand Greenhouse for larger environmental protection goals (chart below).

- A majority (51%) of respondents feels it is "very important" for SaskPower to operate the program. In other words, there are more responses in this most positive category than among all the other categories combined.
- Three-quarters (75%) are on the 'positive' side of the scale, compared to only 7% on the 'negative' side.
- The mean response level (4.16) is exceptionally high.

A4. The main goal of the SaskPower Shand Greenhouse is to help protect the environment. Using a 1 to 5 scale where 1 is "Very unimportant" and 5 is "Very important", how important is this program for SaskPower?
(Mean Response Level = 4.16)



Gender

Although response levels for both are very high, there is a statistically significant difference between males and females as to the importance of the Shand Greenhouse program (chart below).

- The extraordinarily high mean response level for females (4.36) is much higher than for males (3.95).

A4. The main goal of the SaskPower Shand Greenhouse is to help protect the environment. Using a 1 to 5 scale where 1 is "Very unimportant" and 5 is "Very important", how important is this program for SaskPower?
By Gender (statistically significant)